

Starchroom

First in the Laundry Industry since 1893

LAUNDRY JOURNAL

JUNE, 1963

How quick-service plant builds volume fast on one-day service plan, page 11

Laundry Primer concludes two-part series on sport shirt finishing, page 16

Advantages of high temperature-high pressure hot water described, page 70

How CAN Sloppy Sam



SELL A SERVICE THAT PRIMARILY DEALS WITH CLEANLINESS, NEATNESS + CRISP PERFECTION?

Cartoon character "Sloppy Sam" is one of a series of illustrations used to point out and deal with the important points when training students. The Washington, D. C., Institute participates in the program, created by all-girl ad agency. See page 12

24

A

University Microfilms
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Turn out shirts
that feel
as good as
they look....

without putting a crimp
in your budget!

It's no great trick to turn out shirts that *look* good. Most any laundry can do that. But customers keep coming back to the laundry that makes their shirts *feel* good at the same time.

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RAINBOW
STARCH**

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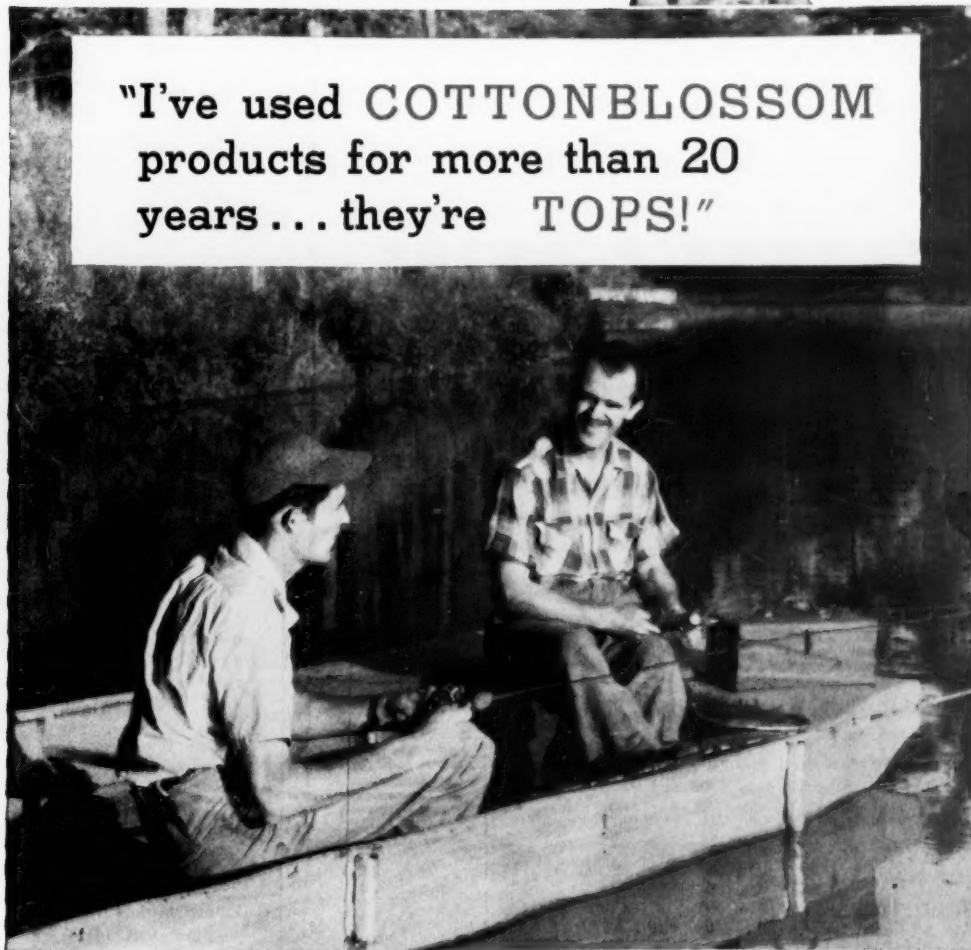
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When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

VOL. LX, No. 6, JUNE 15, 1953

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A Homely Tip

We have long been puzzled by the case of the laundryowner whose wife owns and uses an automatic home washing machine. Occasional timid inquiries on our part indicate that there are more of these ladies than one would suspect after having listened these many years to the outbursts of wrath which the mere mention of a home washer elicits from their husbands.

We are, of course, familiar with the more or less stereotyped reply that, with small children in the home, it is much more convenient to wash the youngsters' wearing apparel in a home washer. You don't have to buy as many clothes for the kids that way. Then, too, her husband says his plant doesn't want to be bothered with those items anyway.

But, we've asked ourselves, what will these ladies do with their machines after the children have grown up and their clothes are sent to the professional laundry just like mommy and daddy's?

Well, we won't have to worry about that problem any more. The *New Yorker* has solved it for us. A while back they reported the case of the housewife who bought a large home freezer and, while attending a course in Freezer Management, learned that the best way to clean spinach before cooking and freezing it is to give it a whirl in a washing machine. The course is offered as part of the night-school curriculum of the Long Island Agricultural and Technical Institute and, more recently, they have been to see the instructor, an ingenious fellow named George G. Cook, who is 40 and the holder of a B.S. and M.S. in agriculture and education from Cornell.

Mr. Cook likes to pass along to his classes some of the little tricks he has picked up over the years. For example, he recommends the washing machine not only for spinach but for beet greens, kale, and Swiss chard. "The swirling action of the machine gets the dirt off the undersides of the leaves faster and more thoroughly than hand washing," he says. He also recommends that the housewife spin-dry the vegetables before removing them from the washer. Less mess. As for peas, he suggests that they be shucked by boiling them in the pods for a minute and then passing them through a clothes wringer.

It occurs to us that, if you are one of those laundryowners whose wife is faced with such a problem, you might want to carry Mr. Cook's suggestions home. Or do you consider them worth incorporating in your advertising copy for the benefit of your customers?

Us? We're going to try it. Summer's coming on, our garden is off to a good start and we're tired of sand in our spinach.—Jim Barnes

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And you can't build your business if you're losing old customers as fast as you're gaining new ones!

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Fortunately for you, there's a tested way to beat the squeeze, a sure way to stop losing old customers and at the same time keep new ones happy.

You know why most laundries lose customers. It's because the quality doesn't please them.

Whose fault is it? It's not the washman's fault . . . he's not a chemist. He knows that he can get uniform high quality washes only when the correct proportion of soap and alkali is used in the wash wheel. He may know that only the OH in alkali affects the soap's washing power. But he has no way to determine how much OH there is in an alkali. Each type has a different percentage of OH; some high, some low. So, he has no exact control over washing power.

No wonder he finds it hard to turn out uniformly — high quality bundles!

We can help you. Do what many successful laundries are doing. Use new homogenized PRIME SOHP . . . a blend of custom-made soap and high OH alkali in the exact proportion for top washing power. It's economical, uniform, dust-free, and quickly soluble! It works equally well in hot or cool water.

A cinch to use! Your washman simply sprinkles PRIME SOHP into the wheel until a good running suds appear. That's "Signal Suds." When the washman sees it, he knows that he has enough soap and active alkali (OH) for a perfect washing job. Then you're sure of clean, sparkling washes every day.

Results! That's the secret of successful washing . . . the one sure way to help you hold your present customers and keep your new ones pleased. The best way to beat the squeeze.

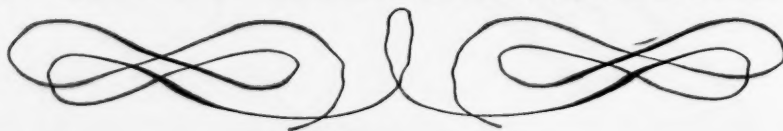
Want proof? Order a trial barrel of PRIME SOHP from the Beach distributor nearest you today. You'll get the whitest, brightest work possible.

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PRIME SOHP

Manufactured exclusively by BEACH SOAP COMPANY, LAWRENCE, MASS., makers of Beachrite, Coldspray, Polarsudz, Fluorium, White Cap Blue
QUALITY SINCE 1828

WHITER WASHES GUARANTEED!



Colgate Laundry Brightener

means the difference between

ordinary washes and **BRIGHTER . . . WHITER WASHES**

This newest product of Colgate's Research Laboratories actually makes your shirts and other white cotton work look whiter . . . your color work brighter. You can see the difference immediately, and what a difference it means in customer satisfaction!

All you do is add Colgate Laundry Brightener to your regular wash for-

mula. It is stable in all laundry bleaching operations. Remember, this new detergent aid is guaranteed. Yes, you get your money back if you are not satisfied.



It's economical, too!

Costs less than 1/20th of a cent per lb. of finished work.



OTHER C. P. P. PRODUCTS FOR THE LAUNDRY INDUSTRY

ARCTIC SYNTEX HD—A new, all-purpose, heavy-duty synthetic detergent for washing fine fabrics and general laundering in hard water.

COLGATE FORMULA 40—A built, high titer soap for heavy-soiled cotton washing in soft, hot water. A complete detergent that's easy to use.



FREE! The 1953 Handy Soap Buying Guide is completely new and revised. Tells you the right soap for every purpose. Get a copy from your C. P. P. representative, or write to our Industrial Department.

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this new Ford Truck is it! New "DRIVERIZED" design cuts driver fatigue.

New easy handling saves work and time getting around in tight spots. These and many other TIME-**SAVING** features in the all-new Ford Trucks help get jobs done fast.

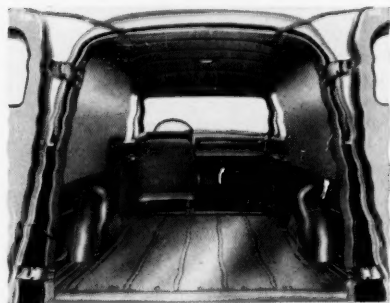
Time is money! Today's truck owners know it. Ford Truck engineers know it. That's why TIME-**SAVING** was a major goal in designing the completely new Ford Trucks for 1953. With scores of new TIME-**SAVING** features, the new Ford Trucks are made-to-order for your work.

New "DRIVERIZED" design provides living room comfort, cuts driver fatigue. Helps save time by making driving easier in many ways:

Better visibility for instance. New one-piece curved windshield with narrow, swept-back pillar posts gives the driver a wider view of the road. There are bigger windows in the doors with comfortable "arm-rest" height sills. Together they offer an amazing increase in visibility.

For easier maneuvering in tight quarters, in parking, in traffic, or in loading and unloading, turning diameter has been considerably reduced. This was done by "setting back" the front axle, widening the front tread, and by improving the steering geometry.

Synchro-Silent type transmissions are now standard on all of the new



NEW 8-FT. PANEL has roomy load space, big door opening, curved windshield, all-new styling. Deluxe (shown) features 17 "custom extras" at slight added cost.



HANDSOME, ALL-NEW 8-ft. Panel builds prestige for any business. Up to 155.8 cu. ft. load capacity. Choice of V-8 or Six and five transmissions including FORDOMATIC DRIVE and OVERDRIVE (extra cost).

truck models and at no extra cost. This means faster shifting and less truck momentum lost. The shift lever on all 3-speed transmissions is mounted on the steering column, where it is easy to reach.

Fully automatic drive is now available in Ford Series F-100 half-ton trucks at extra cost. FORDOMATIC is a great time-saving convenience. A gas-saving, engine-saving OVERDRIVE transmission is also available at extra cost in these models.

Only Ford gives you a choice of V-8 or Six in five different engines. For light-duty trucking, choose the new 101-h.p. overhead-valve "Cost Clipper Six" featuring high-compression performance and Low-FRICTION design, or, the famous 106-h.p. Ford V-8, proved by billions of service miles. New Ford service accessibility makes engines much easier to get at.

And for '53, you have many more

Ford Truck models to choose from in order to get the one *right* truck for your job. For instance, two new Parcel Delivery chassis in three wheelbases with forward located controls to take almost any custom-built body from 250-450 cu. ft. are designed for efficient, low-cost, door-to-door delivery. And, there's the handsome all-new F-100 Panel built to make deliveries fast, at less cost, and with ease and safety.

FOR COMPLETE INFORMATION on all or any of the new Ford Trucks, write: FORD Division of FORD MOTOR COMPANY, P.O. Box 658, Dearborn, Michigan. State your work and what type of truck interests you most.

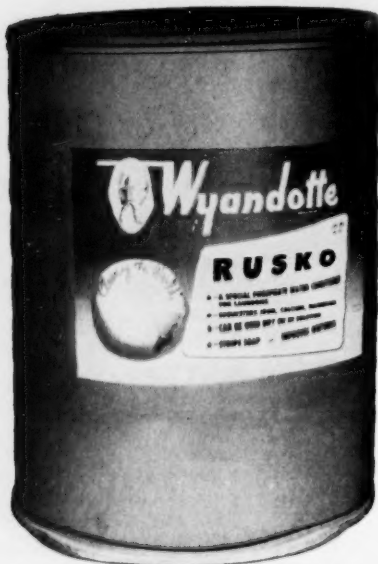


FORD ECONOMY TRUCKS

SAVE TIME! SAVE MONEY! LAST LONGER!



STOP "yellow-work" gremlins



Available in 125-lb. and 350-lb. Leverpak drums

with... RUSKO

A special Wyandotte phosphate water conditioner
that ties up iron, strips soap, softens water
without precipitation

Prevent yellow work, regenerate soap, promote freer rinsing! Just add two ounces of Wyandotte Rusko per hundred pounds of work to your bleach operation!

Rusko sequesters (ties up) iron, calcium and magnesium without precipitation. It stops yellow discoloration of fabrics. It prevents the scum and curds that cause gray work. It regenerates "dead" soap.

White, granular, free-flowing Rusko dissolves quickly and completely, can be added dry to the wash wheel or made up in stock solution. Easy and economical to use, it's safe for all fabrics.

Your local jobber or Wyandotte representative can give you complete data and demonstration. Call today! See how Rusko can save money, turn out better work for *your* operation! Wyandotte Chemicals Corporation, Wyandotte, Michigan; also Los Angeles 12, California.

- ★ Ties up iron
- ★ Regenerates "dead" soap
- ★ Softens water
- ★ Prevents scum and curds
- ★ Promotes freer rinsing
- ★ Safe on all fabrics
- ★ Easy and economical to use



Wyandotte CHEMICALS

Helpful service representatives in 138 cities in the
United States and Canada



Largest manufacturer of specialized cleaning products for business and industry

HYDRAXTOR
with years-ahead

"INCITER"
(U. S. PATENT PENDING)

**GIVES THE MOST
ASTOUNDING GUARANTEE
EVER OFFERED**... no "ifs" or "ands"!

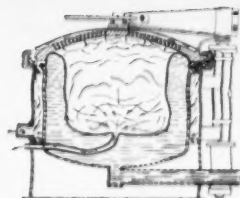
**EXTRACT MORE WATER
AT LESS**

COST PER POUND
LABOR PER POUND
POWER COST
STRAIN & STRESS

**EQUAL OR MORE
CAPACITY
PER HOUR**

(Up to 47% Water Retained or
53% Extracted, Depending on Fabrics)

or ALL MONEY REFUNDED
Including FREIGHT AND INSTALLATION!



the
"INCITER"
(U. S. PATENT PENDING)
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from TOP
and BOTTOM**

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NEED
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OBSOLETE
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Starchroom Editorial

The Feminine Touch

Shortly after writing the story on the training program for route salesmen which appears on page 12, we were sitting in the reception room of a laundry in another city. We noticed a certificate of membership issued in 1936 by the American Institute of Laundering. In addition to the Institute's officers it was signed by a number of staff members including May Laing Grady, Director, Department of Consumer Relations.

We never had the pleasure of knowing the late Mrs. Grady but the combination of the two experiences—working with Peggy Dwyier in Washington and seeing that membership certificate—set us to thinking.

In writing of Mrs. Grady in February, 1946, the editor of *STARCHROOM* said, "(She) served as head of customer relations and the director of the department of sales promotion of the AIL for almost 25 years. During that time she lectured before local, state and national meetings, and prepared many manuals and booklets on subjects pertaining to textiles and the laundry industry."

"While employed by the Institute, Mrs. Grady also served as instructor in the AIL School of Laundry Management. She will be remembered with affection by many of her former students, now successful laundry executives. When Mrs. Grady retired from the Institute in June, 1944, she received letters from coast to coast congratulating her on the work she had accomplished in behalf of the industry."

The prophecy quoted was a good one. We have met many of Mrs. Grady's former students who are successful executives, who do remember her with affection. Her mark on the industry has not disappeared.

What has that got to do with the story on page 12? Simply this. The continuous training program described in the story is being operated under the guidance of a woman. To be sure, the managers of none of the six participating plants have surrendered their managerial responsibilities or prerogatives. Each was skeptical at the outset as to the efficacy of having a woman participate in the conception and execution of a training program for his men. But, after almost two years experience, no one of them would abandon the plan.

Need we remind ourselves that we are engaged in a business which brings our representatives into daily contact with women? That those women are faced with an influx of new fabrics and the attendant problems of caring for them? And if we don't give them the answers to those problems they will look elsewhere for them?

Who should understand a housewife's point of view better than another housewife? Who should be able to get that point of view across to our route salesmen better than another May Laing Grady or a Peggy Dwyier?

The Washington experience has clearly demonstrated that route salesmen will actually place more faith in what a well-qualified woman tells them about their customers' whims than in any plan yet devised. And the managers of those plants have discovered many additional benefits to be derived from such a program. They say, among other things, that the lady has been able

to get closer to the men than they have. As a result the men have asked her questions which they never had the "nerve" to ask of management before. Most of them were questions which the managers didn't know existed in the men's minds before the program was instituted. As one of them put it, "How can we be prepared to answer questions which we never knew existed?"

We're wondering if the Board of Directors of the American Institute of Laundering has studied the Washington training program. If not, we respectfully invite it to their attention for careful consideration. It is altogether possible that such a plan, with modifications, could be made a part of the AIL's activities at Joliet. If such a plan could help AIL members on a nationwide scale as it has helped the Washington group of plants it is hard to see how money spent on it could be considered an extravagance.

Then, too, a woman who could handle a job like the one we have in mind could also increase the scope of her activities to include public relations work. She could be of invaluable service in helping combat the public relations activities of all those gals from the home appliance manufacturers who have been aggravating our ulcers recently.

AIL members who also belong to the National Institute of Drycleaning have had an opportunity to observe the kind of public relations activity we have in mind. Dr. Dorothy Siegert Lyle does a tremendous job for the drycleaners, year in and year out. Nobody has suggested that her activities constitute an extravagance. Of the many qualifications she brings to her job, the one which creates the greatest amount of confidence—on the part of the drycleaners and their customers—is the fact that she is a woman.

It's a pity, it seems to us, that there is no Department of Consumer Relations at Joliet today. A pity, too, that there is no one out there to represent the feminine point of view in staff deliberations—as in the days of May Laing Grady.

Personnel

It makes a fellow feel good about long-term prospects for the family laundry business when he considers that the population of the United States is increasing at the rate of slightly over 7,000 a day.

It soberes one to note, however, a Dun & Bradstreet forecast that 63.4 percent of the population in 1960 will have to produce the food, clothes, housing, and services for the entire population. This compares with 1950, when 65 percent of the population constituted the national labor force, and 1940, when the figure was 68.2 percent.

Total consumers are increasing faster than the labor force. Laundryowners will have to keep their personnel programs operating full tilt in order to live in a highly competitive labor market for many years. Those who haven't set up such a program better start thinking about doing so now.

To Give You
LOWER COSTS...
BETTER PROFITS
for years to come!



No. B2-9 Bishop #2 Stainless Steel Truck Tub, 22" x 34" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels.
No. B2-10 Same as above except with rubber-tread wheels.
No. B2-17 Bishop #3 Stainless Steel Truck Tub, 26" x 36" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels.
No. B2-18 Same as above except with rubber-tread wheels.

**YOUR
JOBBER**
can supply
you

BISHOP

Lifetime STAINLESS STEEL **TRUCK TUBS**

Washes and workers are **SAFE** when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode...can't spot or stain the wash...are not affected by wash-room chemicals...no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durable built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated; stirs thoroughly, speeds cooking.

Cooked STARCH IS Better STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time...helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality—no ugly shine, no blisters. Cooked starch is more economical, too—goes 15% to 20% further than raw starch.



3 POPULAR SIZES

15-GALLON—36" high overall; floor space 24" x 28"; ship. wt. 175 lbs. B3-2.
25-GALLON—39" high overall; floor space 28" x 32"; ship. wt. 225 lbs. B3-5.
50-GALLON—45" high overall; floor space 32" x 36"; ship. wt. 280 lbs. B3-11.

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JOBBER**
can supply
you

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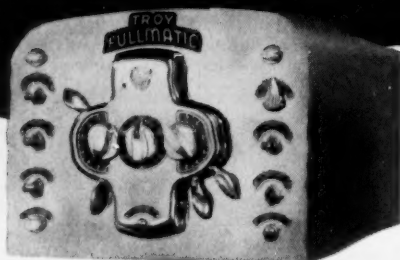
HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO

MANUFACTURERS SINCE 1893

"FULLMATIC" WASHERS FOR TROUBLE-FREE AUTOMATIC WASHING"

... says
Aurora Laundry



"Last summer we installed a 42 x 84" Troy Fullmatic Washer with Slyde-Out feature," says Mr. William Ahasic, owner of Aurora Laundry, Aurora, Illinois. "The Troy Fullmatic replaced a 42 x 96" washer with automatic controls and mechanical unloading mechanism.

"The Troy Fullmatic performed so well that we have since installed 2 more Fullmatics. We like them because they have no complicated mechanisms to get out of order yet they can be unloaded as quickly as so-called self-dump machines, and Slyde-Outs cost a lot less. The Fullmatic controls follow our washing formulas exactly and turn out the top quality work that our customers demand."

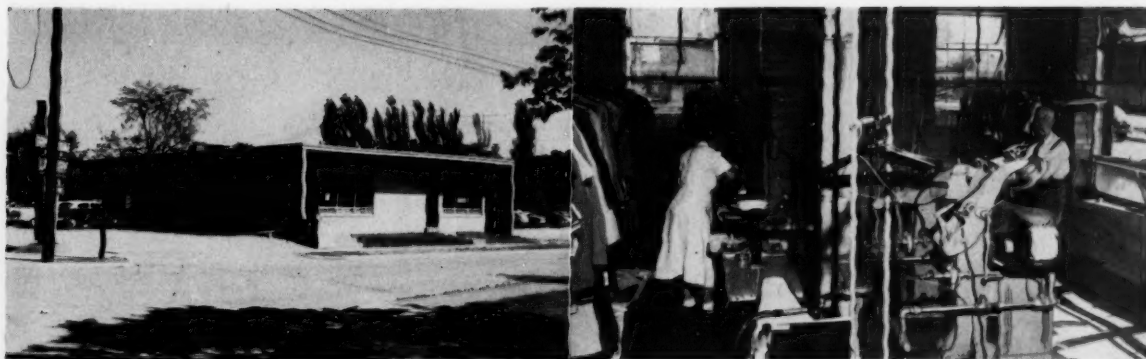
HOW FULLMATIC[®] WASHER OPERATES

The Fullmatic Washer follows any formula—just set it and forget it. Fullmatic Control automatically regulates water temperature and fills washer to correct level for each washing operation . . . automatically injects exact amount of soap required for soil content of each load . . . adds measured amounts of other supplies when needed . . . regulates the number and length of rinse operations . . . times each operation exactly, then drains machine . . . starts new operation . . . indicates washing progress by pilot lights . . . flashes finish light and rings bell at close of operation. Fullmatic Washers are equipped with Troy's popular Slyde-Out feature for easy unloading at low cost.

ASK YOUR TROY
REPRESENTATIVE OR
WRITE FOR
ILLUSTRATED CATALOG

Troy

LAUNDRY MACHINERY
DIVISION OF
American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS
World's Oldest Builder of Power Laundry Equipment



LEFT: Flat-roofed, glazed brick-and-tile building has newest "ventilated" roof to reduce heat within. Flood lights beneath wide eaves illuminate outside of plant at night. From parking area in front, customers can watch row of shiny washers in operation through awning type windows. RIGHT: Drycleaning finishing room at side of call office is very compact with rails around three sides of room

Offer of one-day service makes

New Drive-In A Quick Success

Compact plant gains volume fast

By LOU BELLEW

THE DAVENPORT, IOWA, area has just seen the opening of its first cash-and-carry drive-in plant offering complete laundry and drycleaning services. Located in Bettendorf, a residential suburb of 8,000 population just outside the city limits of Davenport, this new \$100,000 installation gained immediate popularity by giving one-day service on both laundry and drycleaning at no extra charge.

Starting its eleventh week of operation, at this writing, the new plant is expected to hit its break-even point by early fall. Chris Mueller and his son, August, owners of the Model Laundry in Davenport; D. D. Poffinbarger, Model's drycleaning superintendent, and John Maxwell, Model's laundry superintendent, are equal partners in the new venture. It is called the Economy Drive-In Laundry and Cleaners. John Maxwell is the working manager of the new plant.

The new all-brick-and-tile plant is located at the rear of a large corner lot on a street of modest homes, just a block from the intersection of two main thoroughfares leading to downtown Davenport. In addition to its own big gravel-topped parking area at the front of the plant, the parking lot of a large supermarket is practically across the alley from it. The modern flat-roofed building sports decorative wooden columns at each corner which appears to support the large overhanging eaves, along with eye-catching brick columns. The new type ventilated roof assures a comfortable plant, as do the awning-type windows on three sides.

The manager and seven employees, along with one part-time employee, operate the plant. The two-girl shirt unit is operated only half days, with one of the girls spending the rest of the day finishing wearing ap-

parel, while the other girl takes care of washing in the four 25-pound and one 50-pound open end washers. One girl checks laundry work in and out and operates the tumblers.

In the drycleaning department there is one wool finisher and one silk finisher, one all-around girl, and one girl who inspects, checks out cleaning and handles the counter. The manager does the spotting and drycleaning. One part-time girl works half days, for the most part, handling the counter until the 6:30 p.m. closing time. The office is open six days a week from 6:30 a.m. to 6:30 p.m., and until 9:30 p.m. on Fridays to tie in with the nearby supermarket's hours.

Ads plug fast service

Advertising is based on the fast, economical service—one-day service in an area used to three days. There is no extra charge for the one-day service on either laundry or drycleaning. The plant at present has no flatwork ironer so this work is done at the parent plant, which necessitates two-day service on full family finish. Any type of bundle, except those containing sheets, is assured of one-day service on request. Although geared for one-day service, both in cleaning and laundry, the customers have slacked off in their demands for such fast service after the first few weeks. Seemingly satisfied that as long as one-day service is actually available, they have more or less settled on requesting two days as "soon enough." This has, of course, made it much easier to juggle the work flow to best advantage with a minimum of employees.

One particularly popular type of service is a bag-of-

(Continued on page 32)

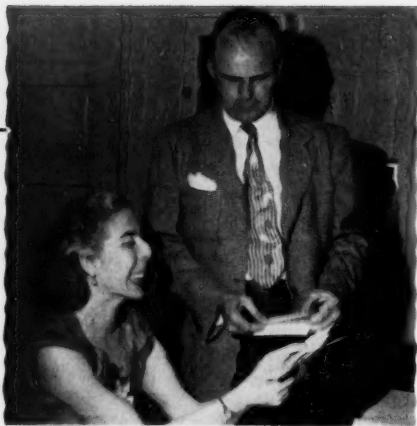


A woman's viewpoint brings new life to

Route Salesmen Training Program

by constantly "needling" management to act

By JAMES A. BARNES



Peggy Dwyer discusses plans for future program with John Witherspoon of DuPont Laundry

The continuing set of illustrations used in the story are stereopticon slides used to illustrate the importance of a route salesman's appearance being neat and snappy, (the cover illustration is one of these, too), and the correct technique for approaching the housewife. They are part of a much larger series used in Sales Meeting No. 4, described in text of story.

ASK ANY ONE OF SIX plants in the greater Washington, D. C., area how their revitalized training program for route salesmen is going these days and you will receive an unqualified expression of satisfaction. The reason? Peggy Dwyer, partner in a unique all-girl advertising agency in Washington, has been working with these plants for almost two years with outstanding success.

The six plants which have participated in the revitalization thus far include Pioneer (the first to try it), Dupont, Page and Manhattan, all in Washington proper, plus Q & S in nearby Bladensburg, Md., and Banner in Alexandria, Va. It is expected that others in the area will soon follow suit.

In describing the technique employed in making the programs successful, Peggy emphasizes that they are *six different programs*. They are not "canned" or stereotyped in any sense of the word. When she first starts working with a plant she surveys the entire operation, in closest collaboration with the management, and carefully adapts her plans to the thinking and procedures existing in that plant.

As each succeeding program has been put to work she has learned something which has been helpful in perfecting the whole. And she is frank to admit that she has borrowed liberally from the Routewomen's Sales Training



Program published in 1948 by the American Institute of Laundering and other sources. Thus, by practical experience and research has the program evolved.

We couldn't help feeling that Peggy's personality, her enthusiasm for her job—which, in turn, generates enthusiasm in a route salesman for his job—has a lot to do with her success. Then, too, she is a woman and who should be in a better position to accurately gauge a housewife's attitudes than another woman?

Everyone agrees that the programs must be individually adapted to individual groups and that top management cannot turn responsibility for them over to others in the organization. Management must actively participate.

The meetings

The entire series consists of eight meetings held at intervals selected by the laundryowner. If Peggy is given her choice she prefers to hold one meeting a week for eight consecutive weeks. She estimates average attendance per meeting at 80 to 100 percent with these three factors having a direct influence:

1. Season of the year.
2. Arranging it so the men choose their own night of the week.
3. Presenting the plan to the men without making attendance mandatory. In this connection, some plants have let their men know that they are "expected" to come and some have stressed the "free education" angle. In neither case is attendance required.

To date every one of the eight meetings has been used at one or more of the participating plants. However, all of the plants have not yet conducted all of the meetings. There may be some variations in the sequence of the meetings as a program progresses but, in general, the sequence runs as follows:

The first meeting is an introductory meeting. Peggy refers to the entire series as a "confidence-building" project and, inasmuch as it is important to get off on the right foot, the accent is on building confidence at the start.

Either the laundryowner or general manager presides at this meeting. It usually commences with a showing of the AIL film "Time For Living." This is followed by a broad outline of the subjects to be discussed at following sessions. It is explained that production is concerned

How The Plan Evolved

The plants mentioned in this article are separately owned and operated, except for Page Laundry and Q & S Laundry which are operated by the same interests. All of these plants are members of the Laundry-Dry Cleaning Association of the District of Columbia of which Wilmer H. Balderson is executive secretary.

In 1951, when the association members were considering plans for a cooperative advertising program, the advertising agency of which Peggy Dwyer is a partner (Howison, Savage, Freeman & Dwyer, Inc.) presented its proposal along with those of others. Peggy's firm was not awarded the contract. However, her views on the subject of customer relations made such a strong impression on one member that he asked, "Why don't you train our route salesmen?" That question started the thinking which has evolved into the programs described.

In each case the management of the laundry has entered into an individual financial agreement with Mrs. Dwyer and the projects cannot be considered "cooperative" in a financial sense.

with getting the work out—with the quality of that work, and the working conditions in the plant. Sales is faced with the problem of producing volume sales. Salesmen must satisfy old customers by making those customers confident of their ability and the ability of the plant they represent. They must find new customers. Management is concerned with rising costs—hard-to-get items, how to get volume in the face of sales resistance and personnel turnover.

In a mimeographed summary sheet presented to each man after the first meeting at Q & S Laundry the management summarized the theme of the meeting this way:

"In order to better solve these problems, and get the viewpoint of each department (and the customer as well), a series of meetings is planned for each Tuesday night from now on through December 2. In the meantime, let's remember the following things:

Sales

—give production facts—not fancy.

(Continued on page 14)

(Continued from page 13)

- Production** —listen to the problems of the salesmen and try to help them.
- Management** —look to its duties where it has fallen down and furnish the best coordinated plans possible, the proper tools, and new techniques to make the job easier.

We believe that facts plus knowledge gives confidence—and with confidence your job becomes easy."

At Q & S everyone at each meeting was served a dinner prepared by Q & S chefs and served in their own dining room.

The second meeting is conducted by the plant superintendent. It consists of a detailed discussion of the progress of a soiled bundle from the time it is opened until it leaves the washroom. This is the first meeting at which visual illustrations come into play. From this point forward in the program they are used at every opportunity.

John Witherspoon at Dupont Laundry says the use of props—all kinds of props and lots of 'em—plays an important part in the program. Posters, charts, cards projected by stereopticon, voice recordings—all add interest and enjoyment.

Peggy serves them up with relish. In the discussion of identification procedures actual demonstrations are made. If a plant happens to use invisible marks the room is darkened and the fluorescent lamp is turned on a sample mark to illustrate the system.

In the discussion on classification, a route salesman is asked to step forward and demonstrate how he would classify the work according to type of material, degree of soil and color. Then Peggy will go into "her act" and demonstrate the actual way it is done in the plant.

Washroom formulas for the varying types of fabrics, degree of soil and special colors are demonstrated by large charts of thermometers to indicate washing temperatures and the type of suds. An explanation of pH, soap, alkali, bleach, blue and sour is presented and it is emphasized that the washroom of a commercial laundry is actually a laboratory where laundering is performed in a scientific manner.

The third meeting is conducted by the general manager or the plant superintendent and centers around the

finishing operations. Recently a series of 35 mm colored transparent films have been taken by Peggy and her associates of all the major finishing operations in a plant. These are projected on a screen at this meeting. Every quality point in any given finishing operation is stressed. This emphasizes that a commercial laundry doesn't iron or mangle anything. Everything is treated to gentle pressing. Hand touch-up of all articles requiring it is stressed.

The fourth meeting is conducted by either the general manager or the sales manager and here is where the actual sales presentation is first introduced. Each salesman is given a list enumerating six points:—

1. Introduce yourself.
2. Sell your way in.
3. Headline the big advantages.
4. Stress her main interest.
5. Get her agreement.

PLUS one all important step to remember ALWAYS after the sale is made: "After you get that trial bundle—and when you take it back—don't just drop it and say 'That'll be \$2.59 please' and go on your way. Open it up. See to it that she's satisfied. Point out to her the plus features. And get the next bundle. And so it goes. No customer is ever so sold that she never needs re-selling. In fact, the confidence you build in yourself, and in your plant, and your ability and know-how by the constant re-selling is the thing that makes it possible for you to increase the amount of sales you get from each customer."

Each of the six points is discussed in turn with all route salesmen being drawn into the discussions. Then Peggy shows a series of stereopticon cards hammering home all these points (see illustrations). This is followed by playing a tape recording of an interview which Peggy worked out in advance of the meeting with one of the salesmen. She plays the role of the housewife. He conducts the doorstep interview. Sometimes it illustrates both the wrong and the right way of handling the housewife. Always it is analyzed in complete detail, step by step.

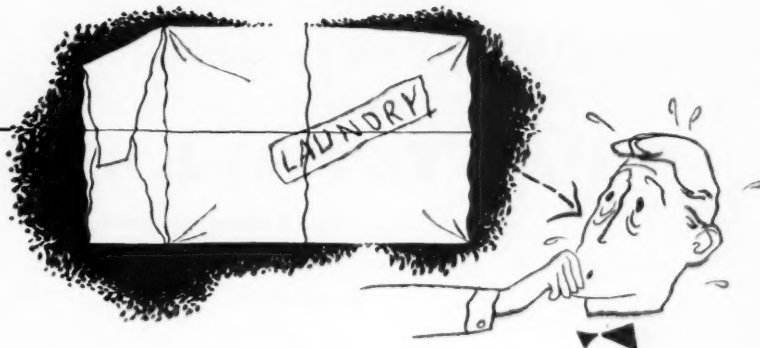
In previous meetings a quiz may have been conducted at the conclusion. At this and subsequent meetings one is sure to wind up the proceedings. It has been found that quizzes stimulate interest as well as offer reward

(Continued on page 28)



A FEW EXTRA ounces

CAN CAUSE

POUNDS OF TROUBLE!

It's mighty easy for a washman to add a little too much builder to a washing mixture. And if he does, you can lose a lot more than just the cost of the excess builder.

With an overbuilt soap you run the danger of harming the fabrics . . . unsatisfactory dirt removal . . . fading of colors . . . rinsing difficulties . . . nonuniform washing. And all these add up to customer dissatisfaction!

PLAY SAFE WITH OZONITE!

You get uniform washing results—uniformly good washing—when you start using Ozonite. Why? Because you're working with a soap that's scientifically balanced for you at the factory.

Ozonite is never over built . . . never underbuilt. Every barrel is the same. Every barrel gives you the same fine results—thorough dirt removal, excellent whiteness maintenance, exceptional fabric strength protection.

You can save time, manpower and money with Ozonite washing. A month's trial will prove it.

OZONITE

Your washroom efficiency expert.



Procter & Gamble
Cincinnati, Ohio

Starchroom's Laundry Primer

PART XVII

How To Finish Sport Shirts (Concluded)

By MARGRET M. RESCHETAR

SPORT SHIRT FINISHER No. 2 operates the triple-head, yoke and bosom presses in our two-girl unit. The shirts are loaded in exactly the same manner as are the dress shirts on our three-girl unit (see preceding articles in this series) except as noted below. The sequence of operations, however, is different.

A word of caution is in order with regard to loading the triple-head and yoke presses. As you doubtless realize, the wide underband of most sport shirt collars causes a great deal of trouble for the operator if not handled correctly. It has the annoying habit of curling under, refusing to lay smoothly and wrinkle-free.

When making the collar lay it is not always possible to place the edge of the collar on the edge of the press. This is due to the cut of the collar. If this situation occurs, be sure that the portion of the band that is on the collar press lays smooth and not curled. This will greatly help the operator at the bosom press.

Trouble can also be encountered at the yoke press

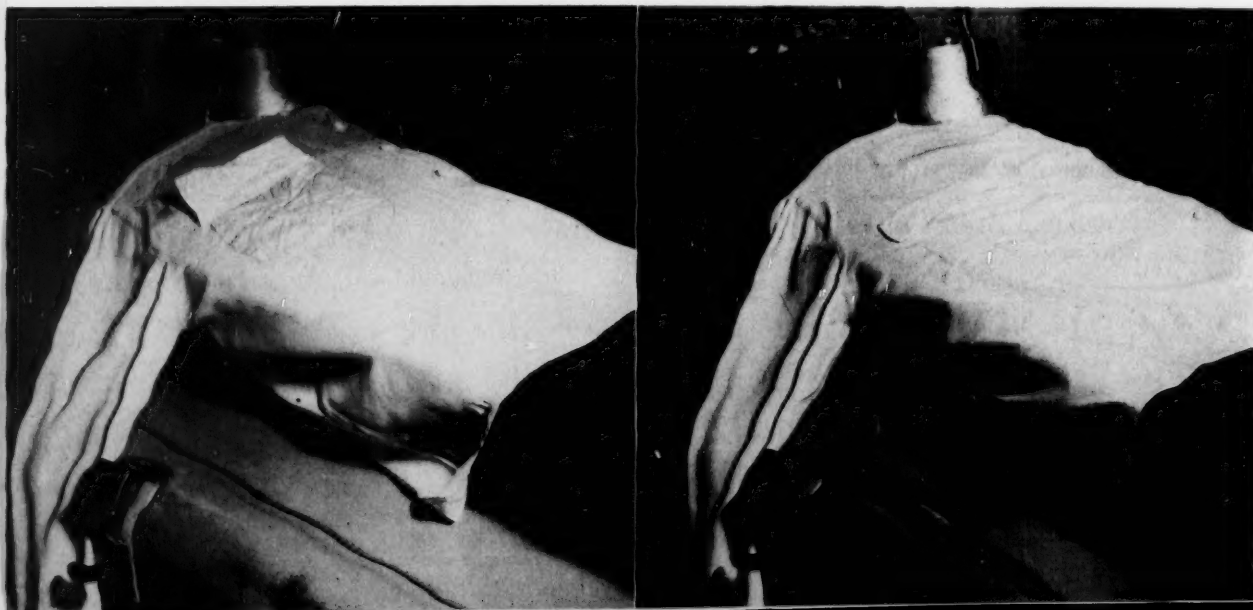
if the band is not straightened out correctly. The width of the band plus the shape of the upper buck can add up to wrinkles if you are not careful.

In order to make this more clear, place a sport shirt on the yoke press. Notice how much of the wide underband extends around the collar post. When the upper buck comes down to iron it can't help but make contact with the band. If the band hasn't been straightened out, you will have wrinkles.

After straightening the shoulder and back of the shirt, reach under to get at the underband and straighten it out too. This will take a few seconds longer but will result in a speedier lay at the bosom press and, above all, a better finished shirt.

In laying the bosom, the wide band can cause trouble again. We overcome this in the following manner. If the band is wrinkled turn the shirt so the band is up, facing the buck. Dampen it slightly and close the press for a count of two. Then release the press. If the band

On the majority of sport shirts only half the bosom is pressed at a time. For high-quality finishing, pocket flaps are placed in the open position (left) as described in the text. The bosom lay has been completed in the photo at right. Note absence of any imprint from flap





pick the stainless that fits best

When selecting stainless steel be sure you pick the correct type for your particular application. For some grades resist corrosion better . . . others have superior heat resistant properties. Some are easier to machine . . . still others can be more readily formed or welded.

In every case there is a grade of Crucible REZISTAL Stainless Steel that is best suited to the job. And to help our customers select the type that will provide the best service for the lowest cost, we make available all the design, metallurgical, fabricating and application data we have accumulated in our years of stainless steel experience with many different industries.

Our staff of field representatives brings you the benefit of our vast technical resources. And the quality of REZISTAL Stainless Steel sheets, strip, plates, bars, wire, forgings, castings and tubing produced in our modern integrated mills is unsurpassed in the industry. When you have an application for stainless, call Crucible.

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"AMAZED" AT RESULTS WITH CMC FORMULA

READ THESE REPORTS FROM LEADING LAUNDRYMEN

CMC Formula is proving itself everywhere! Convincing evidence comes from laundrymen all over the country who for months have been using this revolutionary finishing aid under varying conditions and for many kinds of washwork.

Customers are getting a higher quality finish, sharper colors, whiter whites, better and softer sizing. Laundrymen find that CMC Formula makes for easier washing and finishing. Fabrics get really clean faster, and there's no build-up or sticking in ironing.

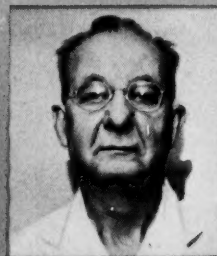
CMC Formula costs little, and requires little attention in use. It's a dry, granular powder that dissolves rapidly and evenly without cooking or other preparation. Add it in the final operation, sour or blue. All you need for every hundred pounds of load is from one-half to three ounces!



R. R. HENSEL
Secretary-Treasurer
Camel City Laundry
Winston-Salem, N. C.

"... we have been using CMC Formula for the past five months. Customer reaction has been most favorable. Whiteness retention has been improved, and the cost is negligible. Of all the products presented to the laundry industry, we feel that CMC offers the most for the least in the washing department..."

H. L. CARMONY
Plant Manager
Malben's Laundry
Logansport, Ind.



"... previously we had been unable to size some of our classifications without forming a build-up on the flat work ironer. CMC Formula has entirely eliminated this trouble. In fact, it seems to lubricate the ironer, and gives body without the former build-up. It also eliminates the fuzzy appearance to our linen, gives

a starched-like sheen and finish, and apparently makes subsequent washing easier. We are presently using CMC on family wash, linen supply aprons, commercial flat, and table linen classifications. We are very much sold on CMC Formula, and have tested it long enough to feel sure we will continue to get the excellent results we have experienced in the past . . ."

W. R. McKILLOP
Superintendent
Home Laundry Company
San Francisco, Cal.



" . . . we are using CMC Formula on our linen supply, table cloths and napkins, as a sizing rather than a starch. As a result, our starch costs have been reduced. In addition, we find that CMC produces brighter work, and has a tendency to eliminate sticking to ironer chests and rolls . . ."



F. BAUM
Vice-President
United Crescent Dry Cleaning
Corporation
Brooklyn, N. Y.

" . . . I have been amazed at the results obtained with CMC Formula in washing and finish-

ing . . . sharper colors, brilliant whites, smoother feel . . . less hot water and alkali used. Even without starch, garments are crisp, fresh looking, and not harsh . . . come off the press faster, due to faster drying and no sticking. Many badly soiled or stained garments avoid a double

process (dry cleaning and washing) because CMC stays on the fabric surface and checks penetration. CMC Formula is also used in our carpet cleaning department, and all cotton rugs are treated with it. Here, too, the difference is amazing . . . no harshness, and rugs become immaculately clean, bright, colorful, with a soft, new-like feel . . ."

H. L. OGDEN
Plant Superintendent
New Process Laundry Co.
San Francisco, Cal.



" . . . since sizing all flat work with CMC Formula, we have virtually eliminated "iron-overs"—which in most large plants are "washovers". We operate five 8-roll ironers, two of them at well over 100 feet per minute, producing a far superior finish on flat-work than that obtained when no sizing was used . . ."



FERGUS BRIGGS, Jr.
Manager
National Laundry &
Linen Supply Company
Pocatello, Idaho

" . . . Although we are using CMC only on linen supply at present, we are beginning to try it on other classifications of work. There are definite indications of better whiteness, finer texture, and easier handling characteristics through the finishing operations. We believe there is also a long-range improvement in ease of soil removal . . ."

You can get CMC Formula from leading distributors. It comes in 64-lb. paper bags, 25-lb. drums, and 200-lb. drums. If you don't know the names of convenient suppliers, write Hercules.

Cellulose Products Department **HERCULES POWDER COMPANY** 952 King St., Wilmington 99, Del.



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CM53-4



Preparing to make the bosom lay as described in step No. 6 in the text. TOP: the second back lay has been completed. ABOVE: the operator grasps the near shoulder in her right hand, the collar in her left hand, and pulls the shirt off the press. BELOW: as the buttonhole strip comes into view, she grasps it in her right hand at a point near the last buttonhole. She is now in position to make the bosom lay



is particularly stubborn and still hasn't straightened out, repeat this procedure. You will find that this time the material is not as stubborn due to the fact that the heat of the buck combined with the moisture in the material makes it more pliable.

Don't blame the material alone for being so stubborn. Many of the wrinkles in sport shirts are there because the shirt was improperly or carelessly pressed in a previous ironing. Once the wrinkles are in, they are very hard to get out. Don't put them in to begin with and you won't have to take them out when the garment comes back.

When finishing sport shirts we only iron half of the bosom at a time unless the shirt is a small one. The majority of sport shirts are large. If both halves of the bosom on these shirts are pressed in the same lay the button and buttonhole strips will overlap and a fine imprint will be left on the material. Also, if a shirt has pockets with flaps, we always give it the extra necessary care to avoid an unsightly imprint of the flap on the bosom. We lay the flap in the open position and close the press for a count of three. Then we open the press, close the pocket flap and spray lightly over the imprint left by the open flap. The press is then closed again to complete the ironing and drying.

Sequence of operations

Here is how we tell operator No. 2 to perform her sequence of operations:

1. Load the triple-head, close the press and turn to the right.
2. Unload the yoke press with the left hand (thumb on the button) and, at the same time, unload the bosom press with the right hand by grasping the center of the collar gently and pulling it up and over the buck.
3. Place the shirt in the right hand on the collar post.
4. Make the first back lay on the bosom press with the shirt held in the left hand and close the press. While the press is closed straighten out the near seam of the shirt.
5. Make the second back lay and close the press.
6. Make the bosom lay.

To facilitate the laying of the bosom on this type of unit, where you must make the back lays as well as the bosom lay on the same press, we grasp the shirt in the following manner.

Take hold of the near shoulder with the right hand and pull it upward. As this is being done, the collar comes into view. Grasp the collar with the left hand. Continue pulling upward and start the shirt moving to the head of the press. The buttonhole strip now comes into view. Take hold of the shirt with the right hand near the last buttonhole. You are now in position to make the bosom lay.

7. After making the bosom lay, turn to the left, unload the triple-head press, make the yoke lay and close the press.

8. Turn to the left and load the triple-head press. Repeat the cycle. □□

Don't miss STARCHROOM'S Primer next month as Miss Reschetar focuses the spotlight on wearing apparel. Complete step-by-step training procedures for wearing apparel finishers will be described in detail.



← **won't park you long . . .**

a penny buys plenty in starch!

A cent well spent . . . that's about the difference in cost between Satinette and an ordinary starch. But what a difference! Satinette assures you better production, smoother finish, greater pliability. Actually, it's money saved because there's never any waste with non-congealing Satinette.

You use it all.

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**STARCH COSTS SO LITTLE
IT PAYS TO USE THE BEST**

Tommy and His Peanut Stand

A lesson in the fundamental principles of Accounting

By JOHN CARRUTHERS

TOMMY LIVED on a street on the way to the fair-ground. He decided to try to make some money by selling peanuts on his lawn the day of the fair.

1. He had \$2 in cash.
2. He borrowed \$10 from his father.
3. He rented the peanut stand from another boy for \$1.
4. He bought peanuts for \$8 and bags for \$1.
5. He gave another boy \$3 to help him sell peanuts.
6. He sold 200 bags of peanuts for 10¢ per bag.

Here are all of the basic elements of a business bookkeeping problem reduced to the simplest form. Let's see how he came out. If he knew nothing about bookkeeping, he might figure it out something like this:

	\$	Cash	Father	Tommy
1. Cash from Tommy	2	+ 2		+ 2
2. Cash from father	10	+10	+10	
3. Rent of stand	1	- 1		- 1
4. Peanuts and bags	9	- 9		- 9
5. Helper	3	- 3		- 3
6. Sale of peanuts	20	+20		+20
Total		+19	+10	+ 9

Result: after paying back \$10 to his father, he had \$9 left over but since he started with \$2 his profits were \$7.

While this is a very crude form of bookkeeping, which would become unwieldy if many transactions were to be recorded, it will serve as an introduction to a few basic bookkeeping terms.

Each of the above six items are called *transactions*. Each transaction involves acquisition or disposal of property, recognition or discharge of accountability for the property, exchange of one kind of property for another or discharge of accountability to one and its assumption by another.

In every case, however, there must be two (or more) elements to each transaction which when arranged in proper form for recording is called an *entry*. This is the origin of the term double entry bookkeeping, which many people erroneously believe involves twice as much work as the unprovable and incomplete method called *single entry*, the use of which is confined almost entirely to little business.

Each column in the above example represents an *account*, which is an accumulation of the portions of all entries representing one type of transaction. Broadly speaking, there are two types of accounts, (1) such as Cash, which represents property in some form; (2) those

Editor's Note: This interesting article was presented as part of a speech by John Carruthers of Carruthers & Co., Boston, at the May 19 meeting of the New England Institute of Rug Cleaning. He prefaced his remarks by saying that every plant owner is not expected to be an accountant, but he should be able to make sense of the figures his accountant and bookkeeper provide for him. The story of Tommy sums up the basic principles of accounting, and if a laundryowner can understand how Tommy's accounts were worked out, he ought to be able to understand his own.

Although the talk was delivered to a group of rug cleaners, we feel that its concepts apply equally as well to laundryowners.

Mr. Carruthers and his firm are very well known in the textile maintenance field, and he was one of the accountants who developed the uniform account classification for the rug cleaning, laundry, drycleaning, linen supply and diaper industries.

which represent the persons providing the property to whom the business is accountable called liabilities. Those who know algebra will recognize that double entry bookkeeping is a sequence of simple equations, which must always be in balance. Since there can be no property without ownership and no accountability except for property, these two classes of accounts are *always* of equal value. Hence a statement of the financial condition of a business is commonly called a *balance sheet*.

The most obvious objection to the mechanics of the example above is that most people have not been taught to add and subtract figures in a single column, so in our next example we will make an improvement by making separate plus and minus columns in each account.

(Continued on page 24)

Account		Cash		Father		Tommy	
		+	-	-	+	-	+
Plus or minus							
1. Cash from Tommy	2	2					2
2. Cash from Father	10	10			10		
3. Rent of stand	1		1			1	
4. Peanuts and bags	9		9			9	
5. Helper	3		3			3	
6. Sale of peanuts	20	20					20
Total		32	13		10	13	22
Balance		19			10		9

MAKE YOUR OWN TEST!

FOR BEST SELECTION OF SOAPS AND DETERGENTS—GET LEVER BROTHERS FREE TRIAL KIT!

FREE TRIAL SAMPLES:

*select
the sample
you
want!*



Fine Products of
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Now you can have free samples of famous laundry soaps and detergents from *Lever Brothers . . . make your own careful selection to suit your purposes exactly.* These heavy-duty detergent formulas and pure, mild soap flakes have been created by *Lever Brothers exclusively for commercial laundry needs.*

Lever's long experience and unexcelled testing facilities are your assurance that *these soaps and detergents are designed to do your job better, faster, cheaper.*

Once you've selected the fine Lever product you want — you'll find that bulk supplies are immediately available.

SL-2

Clip this coupon to your letterhead and mail today to **Lever Brothers Company, Industrial Sales Division, 390 Park Ave., New York, N. Y.**

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|---|---|
| <input type="checkbox"/> Lever Hot Water Formula | <input type="checkbox"/> Lever Formula 700—pure mild soap flakes for fine fabrics |
| <input type="checkbox"/> Lever Formula 770—all-purpose soap granules | <input type="checkbox"/> Lever High Titer Chips—88% soap 42" titer |
| <input type="checkbox"/> Lever Formula 880—heavy-duty synthetic detergent | <input type="checkbox"/> Lever High Titer Granules—92% soap 42" titer |

Name _____

Company _____ Title _____

Address _____

City _____ Zone _____ State _____

3770

(Continued from page 22)

Notice that we have the same final results in both examples. Also note that on the left side of the equation (cash) the plus columns are on the left and minus columns on the right; and on the right side of the equation (Father and Tommy) the minuses are in the left and the pluses in the right columns. From now on, we will call the left columns in each account, *debit* (DR) and the right column of each account, *credit* (CR) the names having little significance except that they are always used that way in bookkeeping and accounting.

We still have to make some side calculations to find out how much money Tommy made in his venture, so we will set up two more accounts: one on the left side of the equation which we will call *expense*; the other on the right which we will call *income*.

Some are confused with the apparent inconsistency of putting cash and expense on the same side of the equation. Cash is only one type of *property* which in a broad sense includes: physical assets such as real estate and equipment, inventories, claims against others, material which may be consumed in the business, privileges for use for which rent is paid, etc. Property values whose life extends beyond the accounting period are called *assets*; those which are consumed in business operations are called *expenses*. When purchased, however, they are all *property* or *property rights*, and therefore both belong on the same side of the equation.

Some also fail to associate *income* with claims for which the business is accountable. His father's claim will be satisfied when his loan is paid back. Tommy being the proprietor, and being entitled to whatever profits are earned has an exclusive claim against the income after expenses are paid and the creditor is satisfied. The *income* account is a part of Tommy's capital account and therefore is a claim against the business.

In accounting, the business is *always* regarded as an entity separate and distinct from those who own or operate it; whether it is a corporation in which there is a legal distinction between the business and its stockholders; a partnership which is a joint venture involving two or more people; or proprietorship in which the distinction between the business and its owner is purely fictitious. Therefore, the ordinary transaction involving the

claims of creditors, stockholders, partners and proprietors are treated indifferently, the differences being principally involved in priority of payments and distribution of profits which are governed by laws and agreements.

In the next example, we apply the same set of facts to a set of accounts in which the profit and loss elements are separated from Tommy's account.

The headings of the columns, which include an example of each of the five types of accounts, illustrate the basic rules of debit and credit. You *debit*, increases of assets and expenses, decreases of liabilities, capital and income. You *credit*, decreases of assets, expenses, increases of liabilities, capital and income.

We now have all of the essential elements of a complete bookkeeping system with the same results that we had in the first example. We have added to the balance sheet two other useful sets of figures, the *trial balance* and a *profit and loss* statement, from which statements for management can be prepared.

The trial balance is of limited value to management but is a useful tool to the bookkeeper or accountant, as it shows that the books are in balance and gives prima-facie, but by no means conclusive evidence that the bookkeeping has been correctly done. Its form would be as follows:

Cash	\$19	
Expenses	13	
Father		\$10
Tommy		2
Income		20
	\$32	\$32

The profit and loss statement shows how Tommy came out in his venture.

Income	
Sale of Peanuts	\$20
Expenses:	
Rent of stand	\$ 1
Peanuts and Bags	9
Helper	3
Total Cost	13
Profit	\$ 7

(Continued on page 27)

Account	Assets				Liabilities		Capital			
	Cash		Expense		Father		Tommy		Income	
	DR	CR	DR	CR	DR	CR	DR	CR	DR	CR
	+	-	+	-	-	+	-	+	-	+
1. Cash from Tommy \$ 2	2							2		
2. Cash from Father 10	10					10				
3. Rent of stand 1			1							
4. Peanuts and bags 9			9							
5. Helper 3			3							
6. Sale of peanuts 20	20									20
Total	32	13	13			10		2		20
Trial Balance	19		13			10		2		20
Profit and Loss				13				7	20	
Balance Sheet	19		-	-		10		9	-	-

More than 80,000 in use!

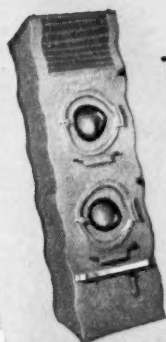
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HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton St., Milwaukee 1, Wis.
Division of THE AMERICAN LAUNDRY MACHINERY CO.

NOW I KNOW WHAT THE BOSS MEANS WHEN HE SAYS

**It's good business
to do business
with a Pennsalt
distributor!**

Right you are, Mr. Routeman!

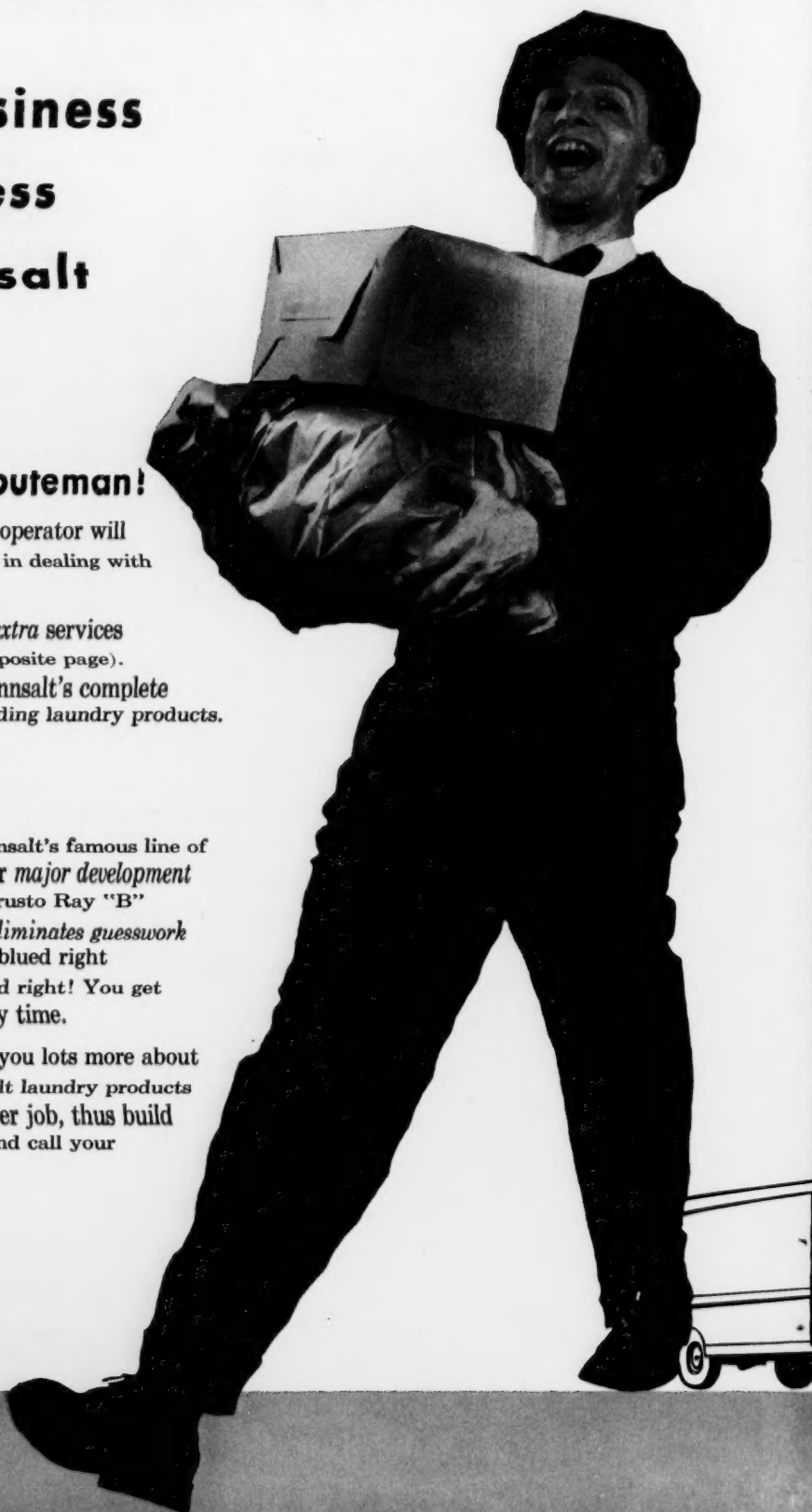
—and many a prosperous laundry operator will agree. For there's a double benefit in dealing with a Pennsalt distributor.

First, you get the many valuable *extra* services only he can provide (see list on opposite page).
Second, he's the man to see for Pennsalt's complete line of hard-working, business-building laundry products. A good example is

Pennsalt Erusto Ray "B"

This is the newest addition to Pennsalt's famous line of Erusto-matic Neutralizers—another *major development* in simplified washing procedure. Erusto Ray "B" *sours and blues* in one operation, *eliminates guesswork* by the operator. When the load is *blued right* you're *sure* it's automatically soured right! You get uniform sparkling white work every time.

Your Pennsalt distributor can tell you lots more about Erusto Ray "B" and other Pennsalt laundry products—how they can help you do a better job, thus build business. Stop putting off profits and call your distributor today!



PENNSYLVANIA SALT MANUFACTURING COMPANY

EAST: 174 WIDENER BUILDING, PHILADELPHIA 7, PA. WEST: 2168 SHATTUCK AVE., BERKELEY 4, CALIF.

Valuable services offered by your distributor

The Pennsalt distributor's business is built on service—and it's service that only he can give. His customers benefit in dozens of ways, just as you will when you do business with him. Here are some of the things you can expect:

1. Prompt Service The distributor's warehouse is nearby and he knows your needs well because of his frequent contact.

2. Exact Service The distributor carries an adequate supply of the items you use so he can fill both large and small orders promptly and exactly.

3. Technical Information The distributor and his men have extensive experience in solving the technical problems you face, and they are backed by a nearby Pennsalt specialist.

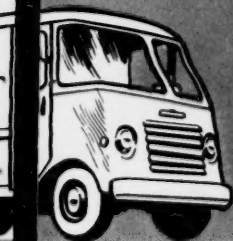
4. Business Information The distributor knows much about plant operation, advertising, finance, and other fields that are part of your business. He keeps you up on the newest developments affecting you.

5. Personnel Leads The distributor maintains a file on available qualified men. He can help you locate a new foreman, superintendent, or other technically trained people.

6. Promotion The distributor is eager to assist in promoting the wider use of laundry and dry-cleaning services.

7. Reliability The distributor's interest is local. Your success is, to a great extent, his success. He has a stake in your business, and does everything he can to earn your trust and good will.

Let your Pennsalt distributor prove these statements soon!



(Continued from page 24)

The balance sheet or statement of condition would be:

Assets	
Cash	\$19
Liabilities and Capital	
Father	\$10
Tommy	
Original Investment.....	2
Profit	7 9
	<u>\$19</u>

These are the principles of accounting—in a nut shell, which is nearly all that a manager needs to know, unless he is to do his own bookkeeping. The acquisition of accounting skill and knowledge as to how to set up and keep books requires years of study and experience which is obviously beyond the scope of this summary. □□

N. Y. State Secretary Resigns

The laundry industry was saddened to learn recently of the announced retirement of Harry D. Wemple, executive-secretary of the New York State Laundryowners Association. Effective on or about June 15, Mr. Wemple's retirement brings to a close his affiliation of more than twenty years with the New York State group as one of the most outstanding and respected state association secretaries in the industry.

All of the friends which Mr. Wemple has made during his more than two decades with the Association will miss him greatly. He is a capable executive and advisor, always having been a constructive force in the building of the commercial laundry industry. He has performed distinguished service and may feel justly proud of his accomplishments.

Succeeding Mr. Wemple is Richard V. Whalen who, for the past seven years, has served as assistant executive secretary of two well-known national trade associations in Washington, D. C. Thirty-five years of age, Mr. Whalen is a graduate of Georgetown University and during World War II was a major in the Marine Corps. Because of his background and experience, Mr. Whalen is considered to be exceptionally well qualified for the office to which he has been elected.

Continuing in the association's Buffalo, N. Y., office is Miss Marion J. Oddo, "girl Friday" for over 18 years to Mr. Wemple. Although Miss Oddo has always served in the capacity of assistant secretary-treasurer, she was recently elected as full-fledged treasurer in recognition of her loyal and faithful service throughout the years.



Richard V. Whalen (left) newly-appointed executive-secretary of the New York State Laundryowners Association, accepts congratulations from retiring secretary Harry Wemple



Route Salesmen Training Program

(Continued from page 14)

and recognition for attentiveness. Also, much hidden talent has been uncovered in a man through the use of quizzes.

The fifth meeting comes under the heading "How To Meet and Answer Objections." It commences with a tape recording of, first the wrong way, then the right way, to handle a housewife who says she has her own home-washing equipment. Again, Peggy and one of the route salesmen play the roles.

A second typical objection is offered by the woman who has had sad experience in the past or has heard how badly articles are handled at a laundry. Here the salesmen are introduced to AIL Technical Bulletin No. 430-A on damage analysis and the article on page six of The AIL Member, Number 430, describing the shirt washability test.

The third objection frequently offered by a housewife for not buying laundry service is, "Prices are too high. I can't afford it." Stereopticon slides of comparative costs are then shown to the group. These demonstrate that it costs less to send the work to a laundry than to wash it at home. They prove to the route salesmen that the housewife only thinks she can't afford his service. Most important, they remove from the salesman's own mind the conception that his service is a luxury.

Fourteen questions requiring "true" or "false" answers are included in the quiz conducted at the end of this session.

The sixth meeting is devoted to drycleaning. It is conducted by the drycleaning superintendent and carries a garment through the entire plant operations—identification, classification, pre-inspection, spotting, cleaning and finishing—in a manner similar to the treatment of those subjects in the laundry discussions. Liberal use is made of charts illustrating the various fabrics, styles of garments and the special treatment each requires. Instead of the usual outline of the proceedings each man is given a copy of the booklet "The ABC's of Drycleaning" published by the National Institute of Drycleaning. He keeps the booklet in his permanent possession for constant study and future reference.

The seventh meeting consists of a panel-type sales meeting. Two panels, a moderator and a jury of two or

three men are selected. The balance of the salesmen constitute the audience. As Peggy says, "This one is designed to get everyone into the act." The audience fires questions at the two panels. Each panel must answer each question and, at the conclusion, the jury decides which panel wins the contest.

The questions are asked spontaneously by the audience, without rehearsal, and may range from such questions as "I know laundries lose things because the help steals them," to "How can you console a customer who has just found a shirt ripped down the back; the shirt was neatly folded so the rip didn't show?"

The eighth meeting is titled "Route Mechanics, Procedures Within the Plant for Routesalesmen, Tickets and Prices." Key personnel in the production and accounting departments and the sales office participate in this session. All phases of the business that touch on the salesmen's operations are covered. Nothing is hidden. A detailed description of the salesman's job and how it affects other people in the plant plus the same description of the other person's job and how it affects route operations are discussed at length.

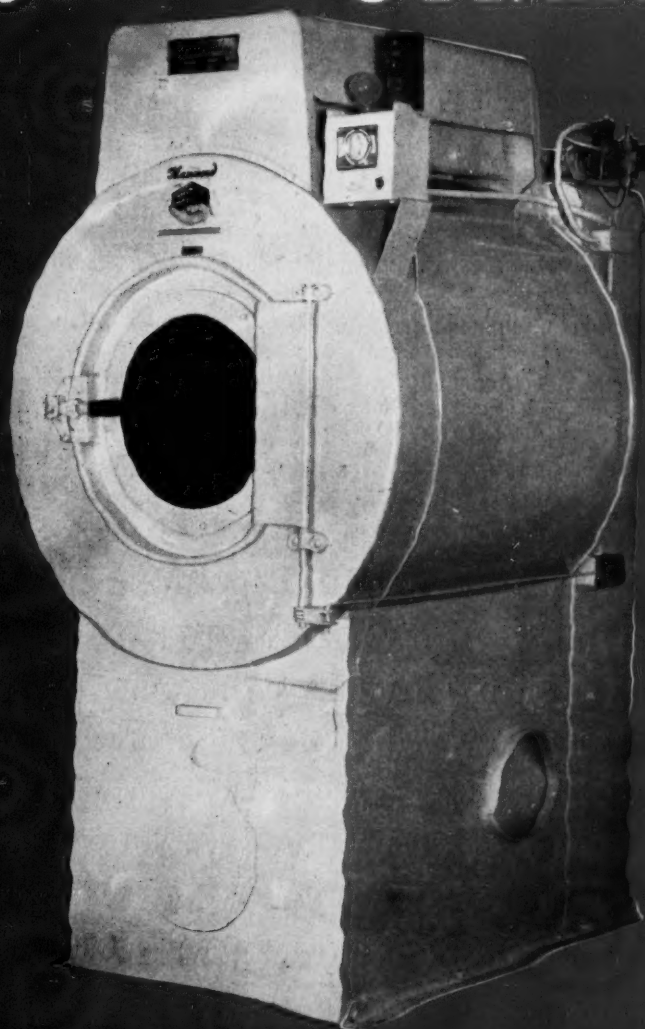
It should be added in passing that, when Peggy first commenced the programs, she encountered price lists and pricing systems which not only she but the salesmen themselves didn't understand. Net result was that many men were following the path of least resistance and automatically selling, in many cases, a type of service which was working to the disadvantage of either the customer, the plant or themselves. A series of conferences with management resulted in a simplification of the lists and schedules in some cases. In all cases the systems were charted on posters which were used at the meeting to make it as clear as possible to the men what the differences between services are, and when and how to sell each. □□

The greatest value is the morale angle. Peggy's personality made it a success. She has a different approach to a lot of our ordinary problems. We are making it a permanent feature of our regular supervisory training program.

She gets closer to the men than we have been able to do. In the past, we have assumed that our men know many things that they simply don't know. Peggy's participation has brought these matters to light.

HERMAN LUBRES
Sales Manager, Manhattan Laundry

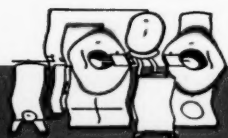
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The new 36" x 30" Hammond Gas Fired Tumbler is another example of Hammond's superior engineering. Beautiful . . . silent . . . rugged! Featuring the two things wanted most in drying tumblers . . . exceptional speed and durable

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LAUNDRY-CLEANING MACHINERY CO.



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Flint Chips, a neutral soap containing a minimum of

88% anhydrous soap, has a titer of 41-42°C. This excellent non-built product is also available in powdered form, containing a minimum of 92% anhydrous soap. And Giant Powder is a ready-built product with high soap content, also with a titer of 41-42°C.

For your color work, you can guarantee quality by using Hilo Powder. Hilo is a balanced blend of fine builders and medium titer soap. It knocks out 90% of the dirt in the first suds — and at safe, low temperatures.

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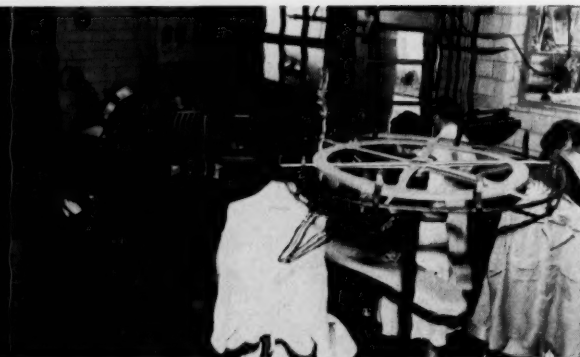
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Laundry department shows repair tables, shirt sorting and tumblers



Shirt and wearing apparel units are situated along back wall

New Drive-In A Quick Success

(Continued from page 11)

wash deal consisting of all the customer can get into an 18 by 36 feed sack, washed, dried and replaced in the bag without folding for \$1.39. These feed sacks, with the firm's name stenciled on them, are sold to the customer for 25¢ each to discourage the customer from splitting them with too great a load. The bundle average is 22 pounds, with only two customers, so far, insisting on cramming in from 32 to 37 pounds. (This would have been discouraged had they thought to stipulate the bag must be closed with pin or string at the top.) This increasingly popular service, advertised for an actual two-hour service, is being pushed to fill in the Saturday operation of the plant during the time when the housewife does her shopping at the supermarket and other nearby stores. This has been a particularly good source of additional revenue at a time when the manager is alone at the plant on Saturdays. The automatic washers allow him to handle these bundles without much effort.

The call office and drycleaning finishing occupy one end of the building on the side street, while an equal area at the other end of the building houses the boiler room and a small office for a rented-out cream testing station which opens on the driveway. (This office will later provide room for a flatwork ironer simply by removing the temporary wall.)

Washers seen from outside

The washing machines all face the parking area at the front of the plant, and are visible at all times to the customers as they drive up, thanks to a nearly all-glass front of awning-type windows which open straight out to provide an uninterrupted view of the washroom. This is particularly effective since all the employees wear white uniforms.

Check in and check out of laundry bundles is done at the office end of this row of washers. Behind the washers, in the center of the room, are the shirt sorting bins, repair department and tumblers. Along the back wall is the shirt unit and wearing apparel presses, as well as the synthetic cleaning unit in the corner nearest to the drycleaning finishing room.

Interior walls are of glazed tile, eliminating the need for costly redecoration. Outside walls are glazed brick and glazed tile.

The building itself was designed not to be a one-pur-

pose building. It can, if need be, be converted to any of a number of uses, such as a drug store, doctor's offices, general office building, and even a garage. Close inspection shows the floor hasn't even been chopped up with holes for tie-down bolts, thanks to an increasingly popular method of placing machines on roofing paper, which makes a perfect bond with the concrete. The only pieces of equipment in the plant that have tie-down bolts are the drycleaning unit, laundry extractor and the air compressor. Not even the air-driven presses in the drycleaning and laundry departments are bolted down; they are set on two thicknesses of roofing paper, shimmed level with additional strips. All the equipment could be moved out and the floor would be in perfect condition for any other occupants, which is not the usual case in many such installations.

Unnecessary expense

Now that the business is in operation, there can be seen a number of things that might have been avoided had the owners been forewarned. For instance, the original plans called for heating the plant with gas-fired space-heaters, but the utilities company denied the request. This necessitated the installation of a separate oil-fired boiler, with all the necessary underground storage tanks, piping, etc., at an added expense of nearly \$4,000. Two months after the plant was in operation the utilities company granted the original request for gas for the same purpose!

It seems to be the opinion of each of the owners that an adequate building might well have been put up for considerable less money, and is based on the old "rule of thumb" of most launderers that a profitable yearly laundry volume should equal the initial cost of building and equipment. In this case, they must do \$100,000-a-year volume in order to yield a proper profit on the investment, and that would appear to be as much as two years away—a long wait for returns on an investment of this size. It would seem that the time element might well vary in direct ratio to the initial investment, as far as a profitable volume is concerned.

In the meantime, the public's response to the services offered has exceeded expectations. One thing, however, is at once apparent. Laundry volume is less than expected, while drycleaning is greater than expected—even though the total volume from the two services is more than had been anticipated. The laundry volume is the most difficult to get into the plant.

While success for the new venture is almost assured, the remaining question is how long will it be before the most profitable volume can be secured. That is a question a lot of launderers would like to have answered. □□



It's easy to turn out bright, snappy bundles in a hurry with DRISUDZ. Simple, too, because DRISUDZ does the *whole* washing job — no extra soap or builder needed. No need to worry about proper alkali pressure or soap breakdown either, because DRISUDZ has a "locked-in" soap-builder ratio. Each particle of DRISUDZ is uniform throughout for complete soap protection.

Added dry to the wheel, DRISUDZ quickly produces rich, creamy, go-to-work suds that *tell* you when you've added enough for clean, sparkling loads.

Packed in 100 lb. multi-wall
paper bags and 250 lb. fibre drums



Your Cowles Technical Man will gladly demonstrate all-the-way-thru washing with DRISUDZ in your plant. Call him today through your Cowles Dealer or write us.

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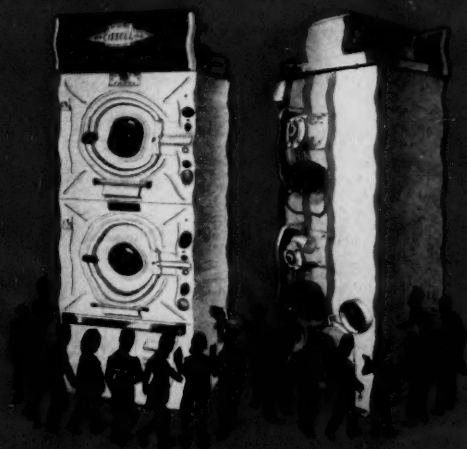
BUILT TO LAST! The extra-sturdy construction of Chevrolet advance-design trucks means longer life, even lower costs. Now, Chevrolet trucks are brawnier than before—with heavier, more rigid frames, with greater ruggedness and stamina built right in. These are the toughest and the sturdiest Chevrolets ever.

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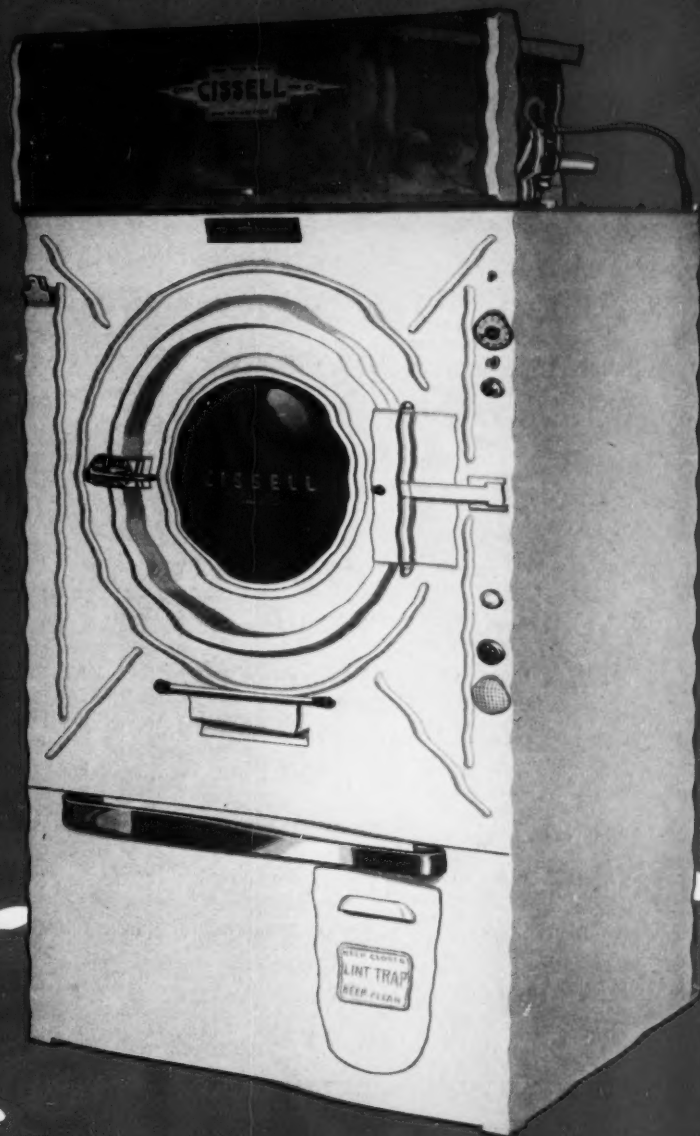
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TWO GREAT VALVE-IN-HEAD ENGINES—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTIPANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.





Take a really good look at these streamlined tumblers. Inspect the back as well as the front. See for yourself how all parts are on outside for quick accessibility . . . how any part can be replaced in less than 15 minutes. You'll make the **RIGHT** choice with Cissell—one that will pay **BIG** dividends for years to come.



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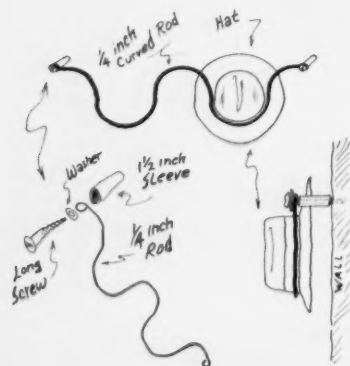
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Rhapsody in Bellew

A MAN IS CERTAINLY weak-in-the-head to be sitting down batting on a typewriter, when he could be down at the river basking in the noonday sun. Such a nice, warm day . . . and I'm stuck with a deadline for this copy.



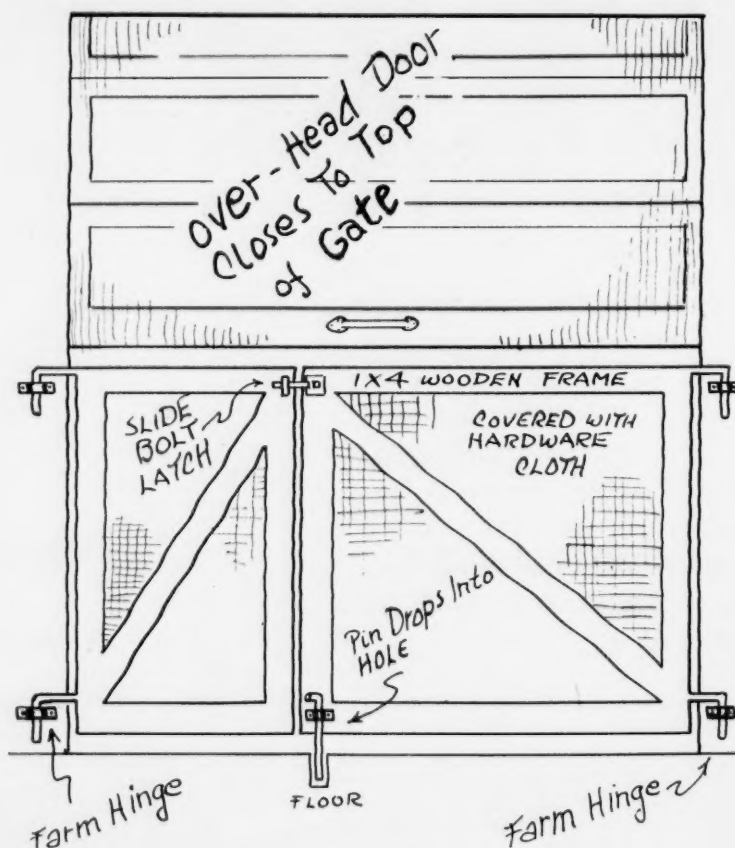
Hat Rack

This will astonish you, no doubt, but there definitely is a shortage of facilities in the modern laundry for hanging up a visitor's hat. The boss' katy generally takes precedent over all and sundry, probably because it is newer. Now, my current headpiece is striving mightily to serve out its allotted span of ten years, and it adds nothing to my peace of mind to see it dive from all the currently over-crowded hat racks in your plants. So . . . at Harold Townsend's in Grand Island, Nebraska, I reveled in a gimmick to hold hats, and am now in the midst of fashioning one like it. (Even though Harold's was apparently a manufactured one.)

It is simply a curved piece of quarter-inch rod held a couple of inches away from the wall. A hat can be dropped onto it with the brim against the wall so it can't possibly fall when some one else retrieves theirs. (Warner Williams and Carl Selle please note).

Door Guard

Ray Emerson at Rapid Service Laundry, Maplewood, Mo., a suburb of St. Louis, has installed a very simple guard against kids, dogs and



blowing bits of paper, on the back door to his plant. The big ten-foot garage type door at the back of his plant lets in a lot of fresh air when the overhead door is raised, but it also lets in various-sized kids, etc., to say nothing of any blowing paper in the neighborhood.

A two-part, gate-like affair, made of one by four-inch boards for the frame, and covered with hardware cloth, keeps out people and "things." The overhead door is lowered to the top of this three-foot gate and keeps paper from blowing over it into the plant.

One section of this gate is about three feet long, and the other section is about seven feet long. The smaller section can be opened independently of the longer section for quick access to the outside of the plant. For moving large objects in or out of the plant, both sections can be opened.

Each section of this gate is hung on the door frame by "farm hinges," which allows either section to be completely removed simply by lifting them out of their brackets. The larger section is held in position when closed by a pin which drops into a hole in the concrete floor. A slide-bolt at the top edge holds the smaller section closed.

Fill-In Ties

Here's something else at Ray Emerson's plant. When he built his plant he was confronted with a steep bank at the rear of his lot that needed shoring up to keep it from caving in or washing down. A contractor wanted close to \$1,000 to build a concrete retaining wall, but Ray figured it was too much dough. So he had one very efficient wall put up, made from a bunch of

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ULTRA-LITE

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you **Save** too!

Save

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Reduce the amount of bleach one third, giving fabrics longer life.

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Blueing can be completely eliminated when you use ULTRA-LITE.

Save

WATER

The high water level in the blueing operation is now unnecessary.

Save

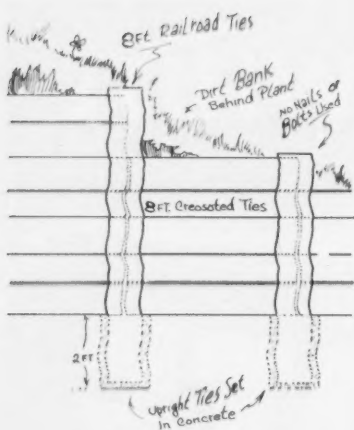
TIME

At least 5 minutes running time from every load.

Consult your Keever Sales-Service Man

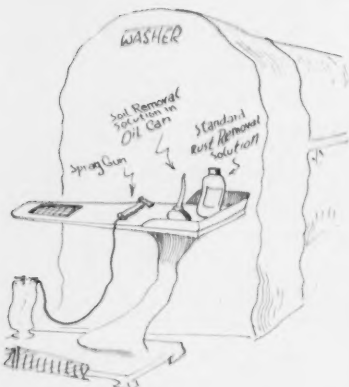
MADE BY THE STANDARD CHEMICAL
WORKS A subsidiary of

The Keever Starch Co., Columbus 15, Ohio



used railroad ties, for \$225. These ties are all eight-foot long and creosoted for long life, too.

About every eight feet, center-to-center across the back of the lot, he placed one of these ties in an upright position in two feet of concrete. When the concrete dried he stacked the remaining ties one on top of the other, behind the upright posts so they butted together behind one of the upright posts. A little dirt from the top of the bank was used to fill in between the bank and the ties. The result is that the ties are held snugly against the upright ties and makes a very economical, and sturdy retaining wall.

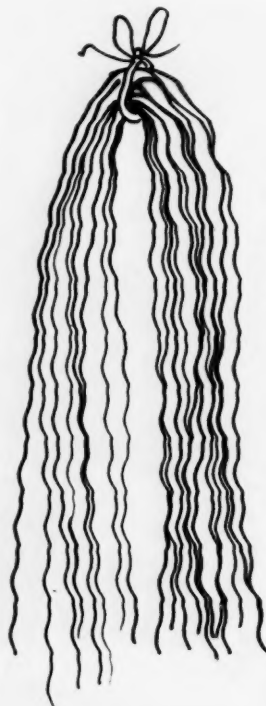


Soil Remover

Also in Grand Island, a sure cure for shirts going to the washroom for rewash. An old-time spotting board has been set up in the washroom complete with spray gun. The fact that something had happened to the top of the board was no problem since a makeshift top had been fashioned from a piece of prestwood or some such hardboard. A piece of copper screen had been secured beneath a hole in the end of

the board for better use of the spray gun, while the other end of the board holds a bottle of rust remover and an old oil can full of another soil removal solution.

While all go-backs are rewashed, this is a sure cure to get all soil out and eliminate the possibility of a re-run on a re-run.



30 inch Lengths of Bundle-Tying Strings

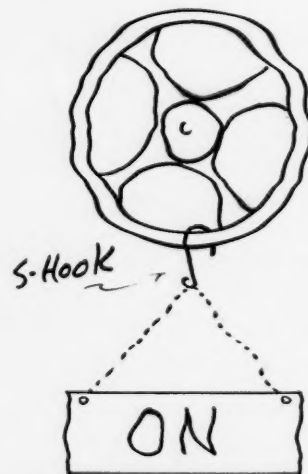
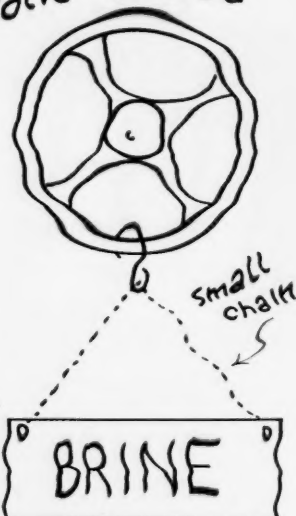
Pre-Cut Tying Twine

At Julius Rudman's Acme Laundry in St. Louis, I came across an idea that more routemen could use—pre-cut lengths of twine for tying bundles. Generally, most laundry truck cabs are still sporting a ball of twine with a thousand variations as to how to keep it handy for the routeman when he needs it, and out of his way when he isn't using it.

At the Acme, the drivers tell me they each make up their own batches of pre-cut twine by the simple method of wrapping a number of turns around thumb and elbow and cutting the roll in two. This makes the strings pretty close to

thirty inches. The hank of strings is then tied at the center and hung just inside the cab near the right-hand door where the driver can get at it easiest. They said it stopped the occasional cutting of fingers that happened when they used to have to break each length off a ball of twine as they needed it.

Valve Control



Valve Control

Also at the Acme, the plant engineer takes no chance on his helpers or himself making wrong guesses on valves in the engine room. Each valve control wheel is identified by a small metal sign fastened to it by an S-hook and small chain. Whether the valve is on or off is indicated in the same manner.

(Continued on page 42)

another First by Forse

the NEW FORSE
Shorty
for SPORT SHIRTS
with SHORT SLEEVES

1. Designed and built specifically to finish sleeves of short-sleeved sport shirts.
2. Modeled after the famous 75-SL and 75-SLH Forse Master Sleeveers, used in thousands of laundries today.
3. Positively eliminates all splitting of sleeves.
4. Automatic size equalizer insures a perfect finish to entire sleeve, regardless of sleeve size or style.
5. Will fit into any type of shirt unit without disturbing the unit arrangement or sequence of operation.
6. So simple to operate; new operator training time is reduced to minutes.
7. Gives a perfect finish on all types of material, including nylon, orlon, acetates, dacron, etc., without fusing the sleeves.
8. Priced so low that it will pay for itself in a few weeks by improving quality, jumping production, and eliminating claims for ruined shirts.
9. Floor space only 30 inches square.
10. Operator time is from 5 to 10 seconds, and drying time from 10 to 20 seconds.



\$195⁰⁰

F. O. B. Anderson, Indiana



Forse

Write direct or see your jobber.

FORSE EQUIPMENT CORPORATION

720 West 14th Street, Anderson 6, Indiana

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for Greater Sales — Greater Profits

CASH IN on today's laundry trends!



YOUR
GUIDE
TO
EXPANDING

**TELLS
HOW TO—**

get your share of the richest potential market for your services which has ever existed—based on actual experiences of successful laundry owners in every section of the country PLUS the practical thinking of successful marketing and merchandising experts from other industries.

The number of households in the country is increasing daily and more and more households are turning to laundry services for help in the operation.

Contains the answers to such management questions as —



Who are these potential customers?

Where are they located?

How many of them are there?

How may they be reached?

What kind of laundry service do they want?

How much are they willing to pay?

What should I do to revamp my present plant layout, services, prices and delivery schedule to get these people on my books?

No problem is more pressing today than that of gearing your entire production, selling and accounting procedures to the changing buying habits of the housewives of America. If you want to get more closely in tune with the habits of the women in your community, you won't want to miss the September, 1953 STARCHROOM.

Do you know—

if a series of small quick-service plants will work in your community?

if a strategically-located drive-in store will pay out for you? if the work should be processed at such a store?

or funneled into your main plant?

if a wider range of services and prices would attract more business for your plant?

Do you know how much it would cost to try any or all of these ideas?

If you don't know the answers to the above questions,

YOU WON'T WANT TO MISS

THE SEPTEMBER 1953

GUIDEBOOK

OF THE LAUNDRY INDUSTRY

Combining:

EDITORIAL FEATURE SECTION:

A Guide to the Expanding Laundry Market.

OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in, day-out to all plant executives.

THE LAUNDRY INDUSTRY'S STANDARD BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

A.I.L. CONVENTION GUIDE:

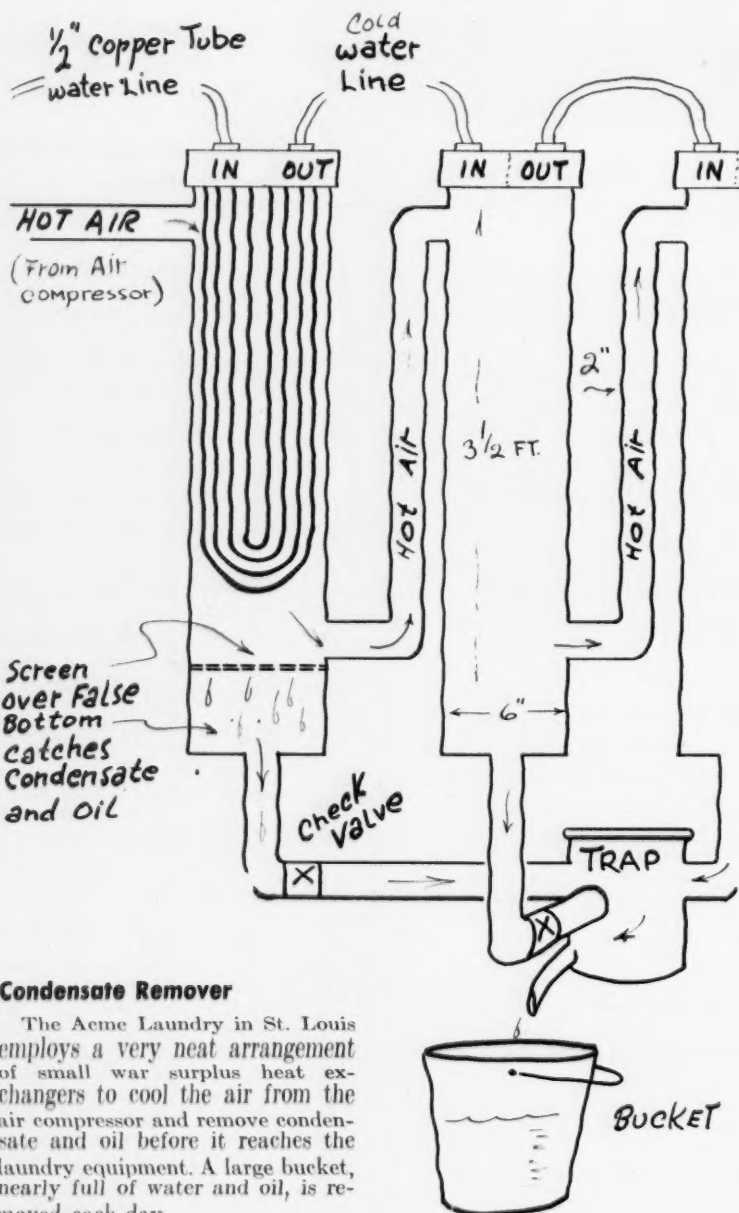
Full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Los Angeles, October 9-11.

STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y.

20 North Wacker Drive, Chicago 6, Ill.

(Continued from page 38)



Condensate Remover

The Acme Laundry in St. Louis employs a very neat arrangement of small war surplus heat exchangers to cool the air from the air compressor and remove condensate and oil before it reaches the laundry equipment. A large bucket, nearly full of water and oil, is removed each day.

Four of these three-and-a-half foot high by six-inch wide cylindrical heat exchangers are arranged in tandem beside the air storage tank to cool the air coming from the compressor. Hot air from the compressor enters the heat reclaimers where it passes around copper tubes full of running cold water. Condensate forms and drops from the tubes, along with any oil from the compressor, into a false bottom in the cylinder where it drains off into a large trap serving all four of the heat reclaimers. From the trap it is discharged into a bucket. Check valves are located between the trap and each of the heat re-

claimers. The bucket could be eliminated by piping directly to a drain, but this engineer says he likes to have visible proof that the job is being done.

Water isn't wasted either, since it comes directly from the cold water header, and after passing through the heat reclaimer, goes right to the cold water tank. Water is no problem.

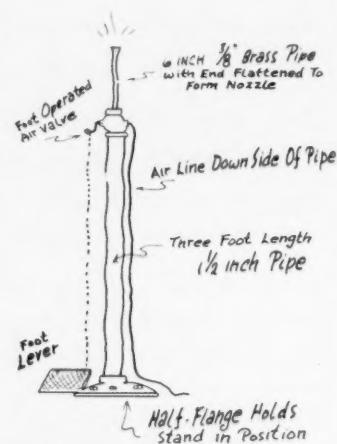
Net Hamper

One St. Louis laundry has provided a special hamper in a handy spot in the plant, with a big sign

Place All Torn or Unserviceable Nets in This Hamper



directing employees to toss in every torn or unserviceable cotton net they run across. Unserviceable nets are used to net incoming bundles at the call office.



Air-Pressure Pocket Cleaner

Maybe someone with a cleaning department can use this idea that I got from a cleaner I know. He never turns the pockets of a garment to get out the dirt and lint . . . and still he cleans them out. He's rigged up a three-foot length of pipe fastened at one end to the floor by a half-flange. On top he fitted an air valve with a six-inch length of three-eighths-inch brass pipe on top of this, with the top end of the brass pipe flattened out to form a nozzle. The air valve is operated by a foot lever on the floor. The air line runs up the side of the inch and a half length of pipe to the air valve on top.

To clean pockets he turns the garment upside down, drops the pocket opening down over the brass pipe and steps on the air valve. The air pressure blows out any dust or lint . . . including coins or bills if it's a wealthy customer. The man swears by it as a labor saver.

Some launderers could even rig this deal up at the side of the laundry marking department to get tobacco out of those nice white shirt pockets . . . eh? □ □

NO MORE COSTLY Hand-Shaking of Flatwork

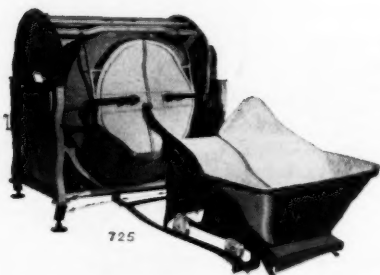
WHEN YOU USE

PURKETT "BIGMOUTH" TUMBLERS



The divided door swings open automatically. Note finned steam heating coils and the opening in the perforated wall to allow cleaning.

Every operation from extractor to ironer now can be done by machine . . . eliminate hand-shaking entirely! The heat-conditioning 72" Purkett "Bigmouth" Tumbler warms, softens and mellows flatwork—keeps several ironers busy. The 48" Purkett "Bigmouth" keeps one ironer busy.



Doors fit tightly and retain the heat efficiently.

- Eliminates Hand-Shaking
- Automatic Reversing
- Unloads Without Choking
- Enormous Capacity

Purkett equipment is sold by all major laundry machinery manufacturers and by Purkett Manufacturing Company. Write for additional information on both models 48 and 72.

PURKETT MANUFACTURING CO.
JOPLIN, MO.

Laundry News Notes



PENDLETON, ORE.—A self-service laundry has been opened by L. L. Linn at 629 S. Main St.

ROSEBURG, ORE.—Allene and Roy Thomason have opened the Sno-White Laundry at 1157 Ballf St.

BOOTHBAY HARBOR, ORE.—The Boothbay Harbor Laundry was destroyed by a recent fire, with damage estimated at between \$25,000 and \$30,000.

WAHPETON, N. D.—Owner Al Meyer has installed some new equipment at the Wahpeton Laundry and Cleaners.

THIS IS A TEST—We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or post card in the mail saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage For The Drycleaner," or "Profitable Alterations"—values up to 50 cents with our compliments. Tell us which one you want when you write to Starchroom Laundry Journal, 304 E. 45th Street, New York 17, N. Y.

FARGO, N. D.—John C. Landry has sold the Automatic Laundry, 308 Roberts St., to Earl L. Cook. The establishment handles drycleaning, a pickup and delivery service and a self-service laundry.

ANACORTES, WASH.—Hugh Goldie has opened the Whidbey Island Laundry and Cleaners, including as a feature the cleaning of rugs and furniture.

KELSO, WASH.—A. M. Wirfs has opened the Sno-White Self-Service Laundry at 416 S. Pacific.

LYNDEN, WASH.—Owners Charles Jobe and Clarence Bloomer have installed new drycleaning equipment at Whatcom Laundry and Dry Cleaners.

NEWPORT, WASH.—Mrs. Gladys Bishop has opened a new self-service laundry in the Newport Theatre building.

RENTON, WASH.—Owner Bob Cadigan drew a large crowd at the grand opening of his Skyway Self Service Laundry recently.

SEATTLE, WASH.—The Commercial Linen and Supply Company has been acquired by the H. W. Baker Linen Co. of New York City, raising to 15 the number of branches maintained by the Baker company throughout the country.



WILLIAMSPORT, PA.—Plans have been approved by the buildings division of the Bureau of Inspections for the construction of a drycleaning plant of the Montour Laundry and Cleaners.

NEW BRUNSWICK, N. J.—Barney Vander May, Robert Vander May and Frank L. Woodhouse have filed a trade name certificate for the operation of the Blue White Laundry at 331 Lake Ave., Metuchen.

NEWARK, N. J.—The 15th annual banquet of the North Jersey Institutional Laundry Managers Association was held on April 8 at the For Hills Restaurant, Newark. Fred Bowers, master-of-ceremonies, presented gifts to a number of allied tradesmen for their cooperation in arranging for speakers at various meetings during the year.

TRENTON, N. J.—A recent robbery at the American Laundry Co., 328 Perry St., netted thieves \$2,700.

SALISBURY, DEL.—The Elite Laundry and Dry Cleaning Co. of Delmar has opened a new plant here. The plant is located on the Delmar Road and is known as the Elite Drive-In. George Disharoon, former co-owner of the Delaware Cleaners, is manager.

HAMPTON BAYS, N. Y.—The Hampton Laundry and Cleaners, on Montauk Highway, has opened a factory outlet offering children's and ladies' wearing apparel.

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be kind enough to help us by dropping a letter or post card in the mail saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage For The Drycleaner," or "Profitable Alterations"—values up to 50 cents with our compliments. Tell us which one you want when you write to Starchroom Laundry Journal, 304 E. 45th Street, New York 17, N. Y.

ALBANY, N. Y.—The Killip Laundering Company, 52-54 Hamilton St., founded in 1876, has recently undergone extensive remodeling. The main part of the three-story building has been reinforced with new steel and modernized for laundry operations. In addition, a drycleaning department has been installed, and a new laundry receiving room has been added.

STAMFORD, CONN.—A 25-year lease on property on the Post Road for the erection of a drive-in laundry, drycleaning and fur storage establishment, has been taken by Morris Freedman, proprietor of the Johnnie-on-the-Spot drycleaning business in White Plains, N. Y. The Stamford store will have a similar name. Expected to open in September, the store will be managed by Arthur Jackson.



ST. PAUL, MINN.—Model Launderers & Cleaners has been granted permission to erect a drive-in laundry and cleaning station and pick-up stand at Como and Western Sts.

BELOIT, WIS.—Mr. and Mrs. Lester Cole have opened the Laundromat at 33 South Wisconsin St.

OGILVIE, MINN.—Lawrence E. Oldenrans has purchased the Elite Laundry & Cleaners.

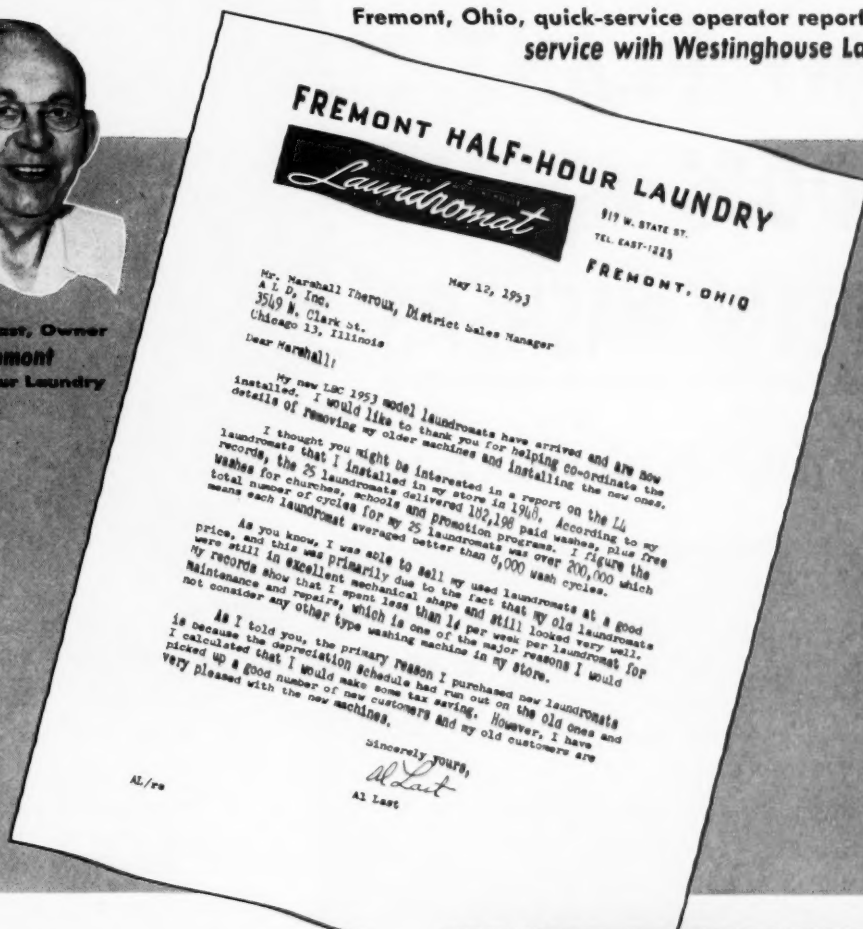
THIS IS A TEST—We are anxious to find out if our subscribers read the news carried in these columns. And if you'll

25 Laundromats do 200,000 washes ... only 1¢ a week per machine for maintenance!

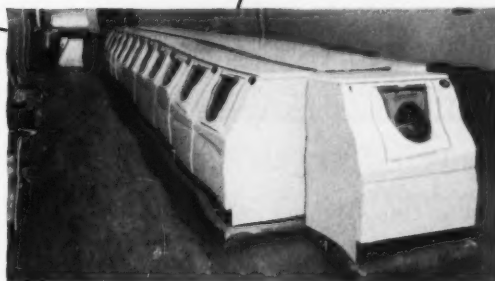


Mr. Al Last, Owner
Fremont
Half-Hour Laundry

Fremont, Ohio, quick-service operator reports excellent service with Westinghouse Laundromats



Commercial Laundry Operators interested in the highly profitable quick-service business—investigate the low-priced, rugged, commercial model Westinghouse Laundromat®. It saves money in installation and maintenance cost. It has overwhelming public acceptance. ALD, Inc., national Laundromat distributor in the quick-service field, will assist you in every way in starting a profitable quick-service business. Phone or write our regional office nearest you today.



The new Fremont, Ohio, Half-Hour Laundry installation of hand-somely styled 1953 LBC Westinghouse Laundromats is shown above.



ALD, INC.

3549 N. Clark St., Chicago 13, Ill. • 824 Irving Koster Bldg., Dallas 3, Texas
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705 Market St., San Francisco, Calif.
ALD, New York, Inc., 37-28 30th St., Long Island City 1, N. Y.

Write or Phone! Regardless of Where You Are

• We will contact you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 3 offices.

"I'VE EQUIPPED MY PLANT 100% WITH SPEEDY WASHERS"

Robert C. Miller



"I have changed to Speedy Twin Washer and Extractor units exclusively throughout my automatic laundry because I cannot afford to take chances on speed and quality—the foundation of my business.

Our simple success formula—give the customer what she wants when she wants it—is twice as easy and twice as effective with Speedy equipment, which is especially designed for fast, quality work in automatic operations."

MR. ROBERT C. MILLER

Owner and Operator
of
MILLER LAUNDROMAT
"World's 3rd Largest"
2834 Ninth Street, North
ST. PETERSBURG, FLORIDA



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ROBERT ASHERMAN
The Lindsay Company
346 South Santa Fe Avenue
Pueblo, Colo.

JOHN DISIMILO
112 Speedwell Avenue
Morristown, N. J.

JOHN P. DUNFEY
The Dunfee Corp.
Ocean Boulevard
Hampton, N. H.

J. M. HOSFELT
Destin,
Florida

HUGHES LAUNDRY MACHY., INC.
14401 Ford Road
Dearborn, Mich.

HOWARD W. JUDSON
3473 Century Boulevard
Lynwood, Calif.

CLYDE MERTZ
2247 Madison Avenue
Granite City, Ill.

GEORGE M. NUTT
2640 North Cornell Street
Phoenix, Ariz.

THOMAS B. ROBERTS
1024 South Beckley St.,
Dallas, Texas

GERRY WEISS
Automatic Laundry Service, Inc.
3802 South Hanover
Baltimore, Md.

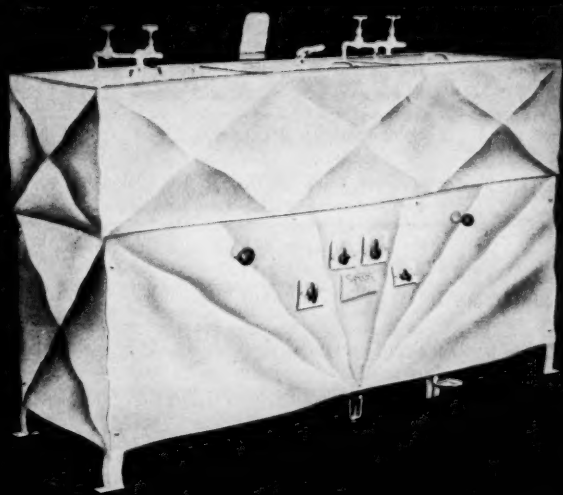
Speedy WA

THE WORLD'S 3RD LARGEST AUTOMATIC NOW USES SPEEDY WASHERS EXCLUSIVELY

MR. MILLER'S CHOICE OF SPEEDY TWIN WASHER AND EXTRACTOR UNITS resulted from careful study and years of practical experience in the automatic laundry field. He is one of the many progressive, experienced operators who are switching to SPEEDY WASHERS . . . because . . .

- One SPEEDY washes and extracts the same amount of clothes in the same period of time as eight small automatics and a 17-inch extractor.
- Automatic Control of washing and rinsing operations.
- Timing Controls allow agitation to run any predetermined cycle—from one to ten minutes.
- Far more work done per day. If your business is out-growing your store, DON'T WORRY ABOUT MORE FLOOR SPACE—just add SPEEDYS as you need them.
- Simplicity and efficiency of operation. This ONE-UNIT machine cuts the old time-killing nuisance of carting clothes around the plant.
- Reduction of employes' time. Only 20 minutes per hour per machine for attendant operation.
- You can offer your customers self-service or attendant-service, or both. SPEEDYS are made for any service.
- A few SPEEDYS will do quality work faster than a many-machine setup of any other type.

A Masterpiece of Inventing, Designing and Engineering



LENGTH 64" WIDTH 22" HEIGHT 38"

SHER MFG. CO.

P. O. BOX 163, MIAMI 48, FLORIDA
(Factory at 5700 N. W. 35th Ave.)

WASHES
RINSES
EXTRACTS



ALL
IN
ONE
UNIT

MAIL THIS COUPON TODAY

SPEEDY WASHER MFG. CO.

P. O. BOX 163, MIAMI 48, FLORIDA

PLEASE SEND US CATALOG

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OWNER _____

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CITY _____

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be kind enough to help by dropping a letter or post card in the mail saying you *saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage For The Drycleaner," or "Profitable Alterations"*—values up to 50 cents with our compliments. Tell us which one you want when you write to Starchroom Laundry Journal, 304 E. 45th Street, New York 17, N. Y.

MORA, MINN.—Lawrence E. Olden-crans has purchased the Elite Laundry & Cleaners.

WINNIPEG, CANADA—The North-West Laundry, Ltd., has been awarded a \$10,000 contract from the Department of Defense.

BEARDSTOWN, ILL.—Charles M. Bollhorst recently observed his 50th birthday in the laundry business.

WATSEKA, ILL.—E. F. Baker has purchased the Watseka Laundry from Owen Rogers.

CHICAGO, ILL.—A fire at the Eclipse Laundry and Dry Cleaning Co. caused damage estimated at \$500.

CHICAGO, ILL.—A recent fire at the Eagle Laundry, 2740 W. Roosevelt Rd., resulted in estimated damage of \$2,000.

LIBERTYVILLE, ILL.—The name of the Libertyville Home Laundry, Inc., has been changed to Baer's Laundry and Dry Cleaning, Inc.

CHICAGO, ILL.—The city zoning board has approved the construction of an automatic laundry at 319 E. 45th St., an apartment house zone.

CHICAGO, ILL.—A recent fire at Daly's Laundry Co., 1115 Armitage, caused an estimated damage of \$50,000.



LAKEWOOD, COLO.—Robert Hutchinson has sold the Wash Tub Automatic Laundry at 7863 W. Colfax to Mr. and Mrs. Adrien Marr and Mr. E. L. Williams.

GREELEY, COLO.—Stanley R. Sutherland has purchased the half-interest in the Sanitary Laundry owned by the estate of his late partner, Albin A. Johnson, and will now be the sole proprietor of the business.

DURANGO, COLO.—The A-I Linen Supply Co., a recently completed \$75,000 plant, has been opened by owner Vick Tucker.

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ENCINITAS, CAL.—Burton Grindstaff has opened the Euci-Neat Laundrette at 826 Second Street. Mrs. James Fowler, Mr. Grindstaff's sister, will be business manager.

MOUNTAIN VIEW, CAL.—Herman Austen, Sr., head of Fremont Laundry and Cleaners, announced that the entire production department for both laundry and drycleaning will be handled by Herman Austen, Jr. A new staff position was created in the service and sales department which will be headed by Robert Austen, who has been managing the laundry department the last few years.

MORRO BAY, CAL.—Sale of the Cayucos Cleaners to the Mission Laundry has been announced by Howard E. Hollister, former owner. The firm will be known as the Mission Laundry and Dry Cleaning Co.

PALM SPRINGS, CAL.—The Self Service Laundry has opened at 308 North Indian Ave.

BAKERSFIELD, CAL.—The Kern Industrial Laundry has moved into its own plant and expanded its operations.

LODI, CAL.—Milton Hartnick has purchased the Lodi Steam Laundry, 321 Turner Road, from Mr. and Mrs. Leland Cook.

BURBANK, CAL.—Joseph Magder has published a notice of intended sale of the Laundromat, 406 South Fernando Road, to Edward Bruce Fenton and Marjorie Irene Fenton.

ONTARIO, CAL.—Louis and Helen Spielman have opened the Laundromat Half-Hour Laundry at C St. and Lemon Ave.

CLOVERDALE, CAL.—Jim Ledford has acquired the Cloverdale Laundromat on West St. from Steve Bonavich.

LOS ANGELES, CAL.—A mystery blast that recently wrecked the office of the Perfection Sanitary Laundry, 1164 W. Washington Blvd., has been traced to

high-powered explosive, according to the police.



BALTIMORE, MD.—The Domestic Laundry and Cleaners, 5300 Park Heights Ave., was razed recently by fire. Owner Melvin Cary said the building was a complete loss.

HARTFORD, KY.—Ercie James has sold the James Laundry to J. B. Bard and E. B. Todd. The new owners will operate the business under the name of Quality Laundry.

ELIZABETHTOWN, KY.—Celebrating its 25th anniversary last month, the Elizabethtown Laundry & Dry Cleaning Co. held an open house to show the public its greatly enlarged and modernized plant. Six thousand square feet of floor space have been added to it.

CRESTVIEW, FLA.—Webb's Laundry recently dedicated a newly-built chapel which it built adjoining the laundry building and to be used primarily for devotional services for the firm's employees.

DANIA, FLA.—John Ustik has purchased the former Happy Day Laundry & Cleaners, 32 N. Federal Highway, re-opening the business under the name of Palm Laundry & Cleaners.

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DAYTONA BEACH, FLA.—The Washateria Laundry, 165 S. Atlantic, was sold for \$14,000 by Fred H. Hawley to Ben H. Harned.

HIGH SPRINGS, FLA.—Mr. and Mrs. S. L. Wells have sold the Helpy Selfy Laundry to Mr. and Mrs. W. G. Writsel.

ALLEDALE, S. C.—The Star Laundry and Cleaners was opened recently by Mr. and Mrs. W. R. Mangum on Highway 301. □□

CUT HANDLING and ASSORTING TIME

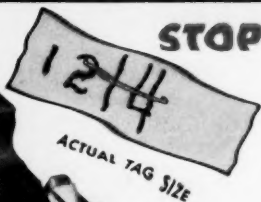
WITH THE TAG-O-LECTRIC LOT SYSTEM



PATENTS
PENDING

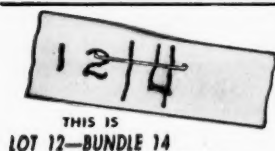
STOP LOOKING for OLD MARKS!

USE THIS TEMPORARY MARK from mark-in to wrapping



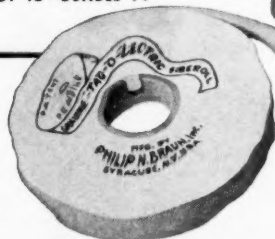
USE PERMANENTLY-MARKED ASSORTING BINS save time
... avoid confusion ... stop looking
for old marks... stop hanging tickets.

The New TAG-O-LECTRIC Makes, Marks and Staples Lot System Tags in Split Second Operations



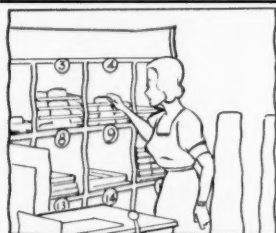
TAG-O-LECTRIC
TEMPORARY MARK

Large Easy-to-Read Number
is Customer Bundle Number,
Small Number is Lot Number



SMALL LOTS or SUB LOTS

Genuine TAG-O-LECTRIC FIBEROLL comes in
10 colors for color Rotation (Color Coding of
Lots). Lot number Further Identifies Lot.



ASSORTING SHIRTS AS THEY
COME OFF FOLDING MACHINE

◀ FURTHER SAVING IN HANDLING TIME

is possible in many plants by assorting at finishing stations directly
into permanently-numbered movable bins.



Go-Back Pieces are readily recognized as each piece
has lot color, lot number and customer bundle
number.



REMOVING LOT-SYSTEM TAG
AT WRAPPING

◀ NO MARKS on CUSTOMERS' PIECES . . . NO MARKS TO LOOK FOR
ON REPEAT BUSINESS. Tags are removed at wrapping after checking
bundle against invoice.

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or wire
or
for
Complete Information



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A.I.L. Office Methods Meeting



Pictured above are some of the 60 laundrymen and women who attended the American Institute of Laundering's week-end Office Methods conference in Chicago, May 16-17. Scheduled for the week-end to avoid conflicts with working hours, the meeting was attended by representatives from 11 states. Based on the reaction of those in attendance, AIL plans to hold similar conferences in various parts of the country. The program included an extensive display of office equipment by various business manufacturers.

Elected Council Chairman

M. R. Weiser, senior partner of the New York firm, M. R. Weiser and Company, was elected chairman of the National Accounting Council of the Textile Maintenance Industries at the semi-annual meeting held in Atlantic City on May 2 and 3. Robert O. Brown, manager of the accounting and statistics department of American Institute of Laundering, Joliet, Ill., was elected co-chairman.

The national association consists of professional specializing accountants and representatives of six textile maintenance trade associations. The two-day meeting centered around a discussion of ways and means for professional accountants and trade associations to further help the small laundry operators. Other subjects discussed covered such items as recent developments in laundry office equipment, depreciation, price control and laundry cost methods.

Persons attending the meeting represented the AIL; National Institute of Drycleaning and several accounting firms including John Carruthers & Co. of Boston, Hartford and Washington, D. C.; M. R. Weiser and Co., New York, and J. R. Wilson & Co., Atlanta, Ga.

Made L.S.A.A. Public Relations Director

The appointment of Paul Herr as director of public relations of the Linen Supply Association of America, has been announced by Samuel B. Shapiro, manager of the national trade group of 1,030 linen and towel supply firms and allied companies.

Mr. Herr was technical editor of *Domestic Engineering Publications*, and previously did public relations work for the University of Southern California where he also lectured in expository writing, and public relations work for a Los Angeles editorial agency.

His experience also includes industrial engineering work on incentive systems. He is a graduate of Purdue University where he took his degree in general engineering and followed that up with a master's degree in English at the University of Southern California.

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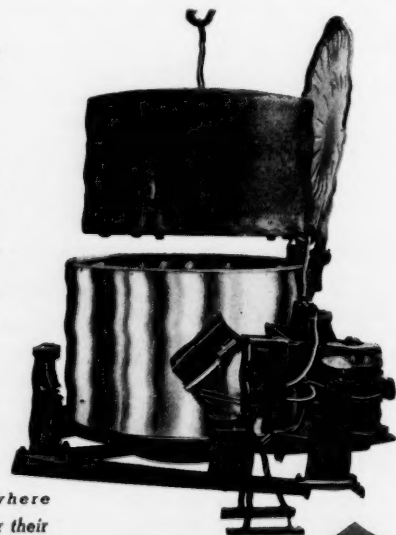
CUMMINGS-LANDAU EXTRACTORS

Order one of these efficient units
for the money it will save you on
power costs and operator's wages.

Order one for speed of operation.
No maintenance problems. All
standard parts.

Order one for its
many plus features

Laundrymen everywhere
swear by these units for their
ruggedness, simplicity, low cost
of operation and high capacity.



Unloading extractor

Stainless Steel Basket and Shell
Rugged and simple construction
Automatic Timer • Automatic brake release
Automatic cover opening and closing

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Available in quart bottles, gallon jugs, 5- and 12-gallon carboys

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stain removal
that's certain
and safe...

Get on the Wilson "GO" Line

YellowGo—titanium-type liquid dye stripper

TarGo—action-loaded spotter

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ColorGo—powdered bleach and stripper

RustGo—rust remover

QwikGo—protein digester

SpotsGo—general spotter

DroGo—volatile dry spotter

SoGo—penetrating agent

RadGo—writing ink remover



Officers and trustees of Ohio laundryowners' Association are, left to right: Jack Salzer, trustee; Charles H. Larkin, Toledo, president; Merrill M. Sitz, Akron, trustee; George Feller, Bowling Green, trustee; Edwin R. Durham, Columbus, trustee; H. D. Dolbeer, Springfield, second vice-president; Edward C. Gabriel, Cincinnati, treasurer, and Wilson A. Leece, Cleveland, executive secretary. Gordon Schwan, Mansfield, first vice-president, and Arthur Lane, Youngstown, trustee, were not present at the convention

Ohio Laundryowners Meet

NEARLY 200 LAUNDRY-OWNERS gathered in Springfield, Ohio, April 23-24, to attend the annual convention of the Ohio Laundryowners' Association.

Many persons prominent in the laundry industry participated in the program, among them Jean P. Ulbright of St. Louis, consulting engineer and an authority on laundry research and economy, and George H. Johnson, vice-president of the American Institute of Laundering.

Mr. Ulbright addressed the convention banquet the night of April 23. He spoke on the topic "Cost Reduction Methods in Laundry Operation" and explained there were unlimited opportunities in the laundry business. He also advocated the practice of good public relations and other successful operational policies among the laundry-owners.

Mr. Johnson spoke at the morning conference meeting on April 24 and used for his subject "Fabrics—Present and Future." This was considered the main speech of the conference.

"Contrary to some people's beliefs that cotton is slipping in volume, it still remains 'king of the fabrics'," said Mr. Johnson. He pointed out there was three times as much cotton produced in 1952 as any other fabric and contended cotton consumption in the laundry industry alone jumped from 4,000,000,000 pounds in 1940 to 4,900,000,000 pounds in 1951.

Further development of synthetics by chemical companies was also seen by Mr. Johnson, who predicted the chemistry angle will be necessary to save land for food production.

Also on the conference meeting program were James S. Houillion, Cincinnati; Elsie

Shoultz Schardt, Cleveland; Jack Salzer, Cleveland, and Kenneth Faig, Cincinnati.

Mr. Houillion, owner of Washette, Inc., saw a needed change in the laundry industry, which he felt could be brought about through more personal contact with the customer and through the installation of more small machines in commercial laundries.

Mrs. Schardt, representing The Prosperity Co., Syracuse; Mr. Salzer, treasurer of the West End Laundry, and Mr. Faig, general manager of the Walnut Hills Laundry, participated in a panel discussion on "Sport Shirt Finishing and Packaging."

A trend toward sport shirt wearing was cited by Mrs. Schardt, who revealed sport shirt production soared in five years from 27 percent to 65 percent of all shirt production. Installation of new ironing equip-

ment, in Mr. Salzer's opinion, resulted in the best production gains, with employees at his plant now being able to turn out 30 shirts an hour instead of the former 14. Elimination of wrinkles via wrapping can be accomplished, according to Mr. Faig, by the use of hangers.

Charles R. Lamb, Cincinnati, district manager of the Sanitone Division of Emery Industries, addressed the April 24 luncheon session. He used for his subject "Sales and Route Sales Training" and maintained "a poor salesman can drag down the profits and prestige of a star salesman." He also reported more money was being spent this year to promote sales training than ever before.

Three new trustees were chosen at the final session. They were Edward C. Gabriel, Cincinnati; Merrill Sitz, Akron, and George Feller, Bowling Green.

Young Men Hear McBrien

WIDE INTEREST was shown by the Young Laundry Executives of New York and New Jersey in "The Future of a Changing Industry." This was the subject of an address by dinner on April 26 at Cave- naugh's Restaurant, New York City. Mr. McBrien presented a brief history of the laundry in-

dustry and cited a few of the causes contributing to business failure — namely, low wages, poor management, bad pricing practices and the lack of an effective advertising program.

In a more hopeful vein, he related some of the methods used successfully by his Holland Laundry in Philadelphia to keep pace with the changing times. These included TV advertising, bundle inserts and special features, such as piece pricing and rough dry service.

Mr. McBrien was quick to warn, however, that no one method could be considered a panacea for the industry. "Success is based on giving the customer what he wants," he



First inter-group dinner of Young Laundry Executives of New York and New Jersey drew 40 persons

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MONEX O.T. EXTRACTOR. with Mechanical Timer & Automatic Brake (optional). Unusually low set for fast loading and unloading... Corrosion-resistant curb side sheet, with one-piece Meehanite Metal bottom (also available with heavy steel curb side sheet)... Extra-high, equidistant suspension columns provide "plumb" suspension to dissipate vibration... Spindle operates in two grease-lubricated, heavy-duty, roller bearings... Multiple V-belt motor drive. Three sizes: 40", 48" & 63".

SOLID CURB EXTRACTOR. Rugged one-piece Meehanite Metal curb... Smoothly finished, corrosion-proof basket with heavy reinforcing bands... Specially hardened-steel, precision-ground Spindle with Automatic Oiling Device... High-torque, heavy-duty motor, double V-belt drive. Three sizes: 20", 26" & 30".



30" MONEX EXTRACTOR. Corrosion-resistant curb extends to floor... Smoothly finished, corrosion-resistant basket with heavy steel reinforcing bands... Furnished with Ball and Roller Spindle Bearing (1320 RPM Basket speed), or Sleeve Type Bearing (1085 RPM Basket speed)... V-belt drive from heavy-duty, high-torque motor. Also 17" size.

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said. "There isn't any system which is the system."

Some laundrymen, Mr. McBrien felt, were simply overlooking worthwhile information provided by the trade publica-

tions and the AIL bulletins. He was optimistic about the future of the certified washable seal program and laid great stress on selection and training of the all-important routemen.

A question-and-answer period gave the guest speaker opportunity to elaborate on numerous points briefly mentioned in the speech.

Robert Mazlish of the New

York group, who is connected with the Rite Way Laundry, Brooklyn, N. Y., welcomed the guests and presided at the dinner. The next meeting will be held in June.—Henry Mozdzer

Pennsylvanians Have Good Turnout

A HAPPY BLEND of business and fun made the Pennsylvania Laundryowners' annual convention a quality affair through and through.

Approximately 150 laundryowners, their wives and allied tradesmen turned out for the three-day gathering at Atlantic City's Traymore Hotel, April 30-May 2.

The "Stump the Experts" segment of the opening session set the pace for the fast moving program. Following the welcoming address by President F. M. Wilkinson, Wilkinsons Laundry, Reading, the program was turned over to a panel of four prominent laundry executives who expressed their views and experiences on "How to Increase Sales." Charles "Chick" Kendrick, Jr., Quaker City Laundry, Philadelphia, served as moderator.

John F. Witherspoon, Dupont Laundry, Washington, thought specific gains could be made by improving personnel relations; John D. Campbell, Modern Laundry, Philadelphia, who early opined "All salesmen are fundamentally liars," outlined a program on "How to Get Routemen to Really Sell"; Fred W. McBrien, Holland Laundry, Philadelphia, took up "Management's Role in Helping Salesmen," stressing the basic need for enthusiasm in business; Bob Logel, Morey LaRue Laundry, Elizabeth,

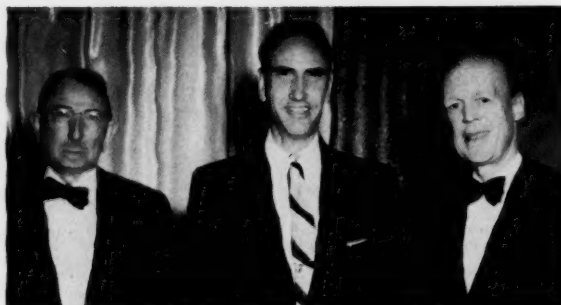
N. J., wound up the speeches with "Points to Be Considered in Opening a Store Operation." Group discussions by tables followed and a chairman from each was asked to give the panel its most widely asked question.

The techniques for getting meetings started on time was highly successful. Each member arriving on time was given a silver dollar. Total outlay for the three-day session was approximately \$260.

The laundrymen assumed spectator roles on the second day. During the morning session, Dr. Daniel Brower, director of Psychological Services, held the group spellbound with a talk on "Psychology in the Laundry." He discussed, among other things, the limitations, tools and basic concepts of his profession, delved into the sources of job dissatisfaction, grievances, interviews and told how to handle them, and topped off the whole with a list of "do's and don'ts" on employee relationships.

The allied tradesmen came into their own when, for the first time, a whole afternoon session was turned over to them. A four-man panel discussed broadly on "Current Industry Trends."

J. Stanley Hall of the Pennsylvania Salt Manufacturing Co. thought that the "quick service theme" was making de-



New officers are, left to right: Asher F. Shupp, Johnstown, president; R. F. Kroll, Jr., Philadelphia, secretary-treasurer, and Francis M. Wilkinson, Reading, first vice-president

finite inroads, but did not foresee this as a panacea; Wayne Wilson, American Laundry Machinery Co., felt new sales methods should be developed to counteract the modern housewife's resentment of house-to-house salesmen; S. E. "Sid" Moore, Carman & Company, plainly attributed the industry's failure to expand to the "defeatism of the laundryowner." He urged them to experiment and warned them not to scoff at such ideas as hiring women routemen or introducing the cash-and-carry system. Bill Boyd, Sanitone Division of Emery Industries, paradoxically blamed business failures on inadequate sales. He called for better trained salesmen,

market research and the activation of new sales techniques, citing that "75 percent of the

nation's laundry is being done in the home." F. W. "Bill" McBrien, Jr., was moderator for the tradesmen panel.

At the final session, an analysis of the industry was given by two chemists from the Philadelphia Textile Institute—Dr. William Endriss and Prof. Percival Theel. The former reported on plant visitations and damage cases, while the latter discussed the general properties of man-made fibers stressing the advantages and limitations of their use. (Copies of both speeches will be made available by the Pennsylvania Laundryowners Association.) The gist of both speeches indicates that no perfect fiber has yet been developed.

Next, Walter Spallholz, Universal Laundry, Portland, Me., startled the assembly with a



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GIBRALTAR

NYLON NETS

The COMET

The PEERLESS

The MAJOR

are all

PRE-SHRUNK

AT NO EXTRA COST

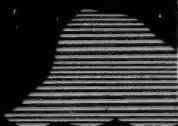
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Bang!—actually three loud explosions—to dramatize his subject "Sell or Else." Using outline charts for visual emphasis, he told what characteristics to look for in selecting executives and supervisors.

Just prior to the business session, Harold Howe, manager of the AIL's Washington office, gave out with the inside on the Capitol scene. He ex-

pressed confidence in the new administration and hailed it as "a new climate for free enterprise." He foresees less government interference in business, no break between Taft-Eisenhower Republicans, and lower taxes—perhaps by the end of this year. He also reported on the activities of the AIL and of its opposition committee hearings to the pro-

posed Wage & Hour Law.

Officers elected were as follows: Asher F. Shupp, Johnstown, president; Francis M. Wilkinson, Wilkinson Laundry, Reading, past-president, became first vice-president; R. F. Kroll, Jr., Philadelphia, was re-elected secretary-treasurer. (Announcement of second and third vice-presidents to be made later.) Trustees elected

for three-year terms: Joseph A. Latona, Oil City; Charles Mertz, Pittsburgh, and John Shott, Norristown.

A gala banquet and floor show climaxed the convention and brought a ray of sunshine to the Boardwalk City which was adrip with rain and fog during almost the entire duration of the proceedings.

—Henry Mozder

Indiana Self Service Operators

THE "SPRING WRING DING" of the Self Service Laundry Association of Indiana was held May 2 and 3 at the Hotel Warren in Indianapolis, Ind. More than 40 stores were represented at the semi-annual meeting.

After the Saturday night dinner on May 2, the delegates saw a Procter & Gamble film, "Your Future is Automatic," and then spent the evening visiting and square dancing. At the Sunday morning session, members heard discussions on water conditioners, electric motors and advertising.

Following the Sunday banquet, A. L. Christensen of the American Institute of Laundering cited the advantages that the small operators have in the laundry business:

1. He knows his customers and employees well.
2. He can expose himself so that they know him well.
3. He can provide a more personalized service.

In discussing the laundry business in general, Mr. Christensen listed four prerequisites for success. First, is a real genuine opportunity, meaning a need for laundry service at a high enough price with sufficient volume. Second, he advised laundry experience and know-how, with adequate capital the third requirement. Last, he emphasized management ability, with the proper balance between production, finance and merchandising.

Mr. Christensen explained the role of the AIL in helping the industry. He said that the Institute helps the laundry industry with more personalized service than any of the other trade associations do for their industries. He told how the AIL conducted washability tests, analyzed fabric damage and worked to get faulty fabrics off the market.

New officers elected at the meeting included Francis Raymond, New Albany, president;



New officers of the Self Service Laundry Association of Indiana are, left to right: Francis Raymond, New Albany, president; William S. Watkins, Anderson, vice-president; Timothy C. Mills, Indianapolis, secretary, and Robert E. Smith, Franklin, treasurer

William S. Watkins, Anderson, vice-president; Timothy C. Mills, Indianapolis, secretary, and Robert E. Smith, Franklin, treasurer.

A committee was appointed to investigate the possibility of affiliation with the Indiana Drycleaning and Laundry Insti-

tute, since the Institute is the first state association to have its membership opened to self-service laundries.

Other committees appointed included new products and equipment aids, customer relations, sales promotion, and constitutional changes.

Maryland, D. of C., Virginia Meeting

THE MARYLAND, District of Columbia & Virginia Laundryowners' Association held its 1953 annual meeting on April 13 and 14 at The Greenbrier, White Sulphur Springs, W. Va.

A very interesting program was presented by Dr. Daniel Brower, industrial psychologist with the Personnel Laboratory, New York City, in the form of a personnel workshop. Those in attendance were treated to an afternoon of thought-provoking review of scientific psychology as applied to the management of laundry personnel. In his discussion, Dr. Brower covered the sources of dissatisfaction and grievances and how to handle them; recognition of

maladjustment in workers and how to cope with it; instruction and interview techniques to be used with applicants and employees, and instruction in supervisory and training methods.

The recreational program was under the leadership of R. H. Pledger and Mrs. Barbara Ryan, who sponsored a ladies' and men's golf tournament. The President's cocktail party and banquet wound up the convention.

Officers elected for 1953-54 include: Stuart A. Smith, Warrenton, Va., president; W. Ryder Jones, Salisbury, Md., vice-president; John F. Markle, Bladensburg, Md., treasurer, and Wilmer H. Balderson,



Newly elected officers are, seated, left to right: John Markle, treasurer; Stuart Smith, president, and John Witherspoon, director. Standing: Wilmer Balderson, executive secretary; John Horst, director, and Albert Hofheimer, director. W. Ryder Jones, vice-president, was unable to attend the convention

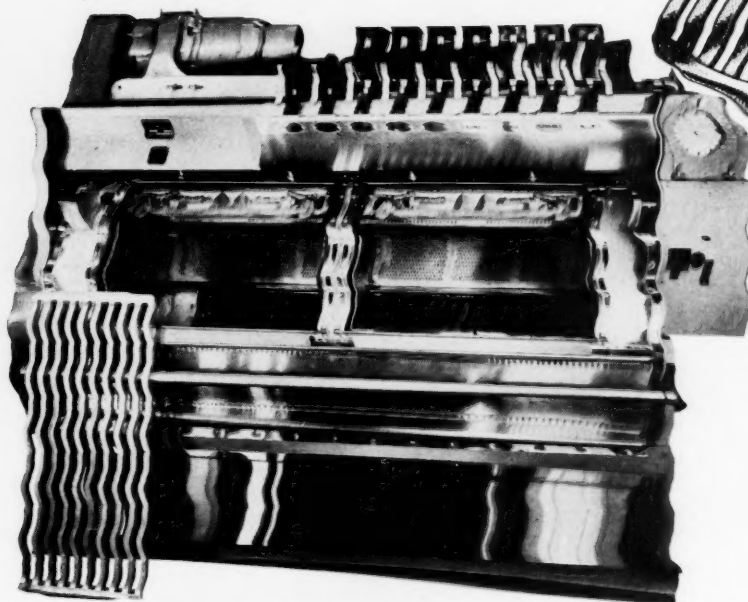
Washington, D. C., executive secretary. Albert G. Hofheimer, Norfolk,

Directors are John K. Witherspoon, Washington, D. C.; John H. Horst, Baltimore.

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FULLY AUTOMATIC WASHER

● **WITH REMOVABLE ALUMINUM UNLOADING TRAYS - - - YET RETAINING ALL THE ADVANTAGES OF OPEN POCKET WASHING**



ROBOT'S New Model Washer offers another important savings feature for the aggressive laundry operator. The New removable aluminum unloading trays accomplish time and labor savings in every washing load which can materially reflect in profits. The many advantages of open-pocket washing are in no way reduced in this New ROBOT washer as the trays are quickly inserted after the washing cycle is completed and the operator unloads with the minimum of effort.

ROBOT Self-Contained Fully Automatic Washers can use any formula you choose - - - just insert the pre-punched formula drum and "set it and forget it". **ROBOT'S** "Wash-O-Matic" control automatically regulates water temperature and fills mixing tank with pre-determined gallonage of water to the correct level for each washing cycle . . . correct amounts of supplies are dumped at the right time . . . rinse operations are accomplished when they are called for in the formula . . . **ROBOT** eliminates all guess work in the washroom . . . with **ROBOT** you are sure of absolute uniformity in every washing cycle.

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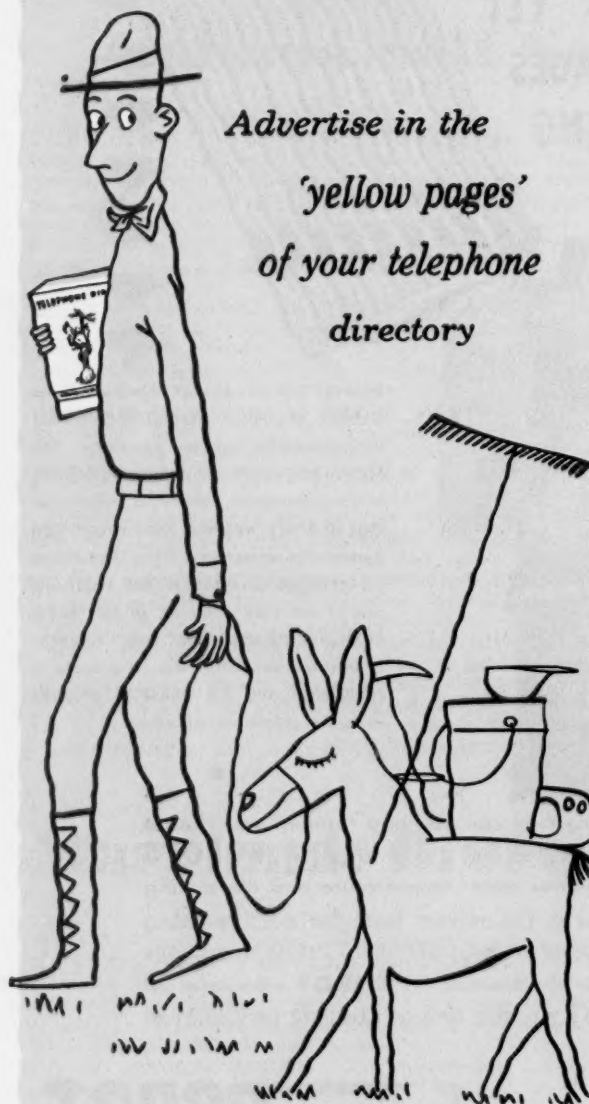
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Advertise in the
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The Directory Representative will gladly furnish you with all information. You can reach him through the local telephone business office.



New A.I.L. Directors

The American Institute of Laundering has announced the election of Denys Slater to the AIL board of directors. In addition, AIL reports, Arthur C. Stevens, incumbent director from District 10, was re-elected for a second four-year term.

Mr. Slater, from the Fishburn-Oriental Dyeing and Cleaning Company, Dallas, Texas, was elected to represent District 3, succeeding incumbent director David T. P. Nelson of Texarkana, Texas. District 3 consists of Texas, Oklahoma and New Mexico.

Mr. Stevens is from the New England Laundry Company, Hartford, Conn., and will represent AIL laundry-owners of Massachusetts, Rhode Island, Connecticut, Maine, New Hampshire and Vermont.

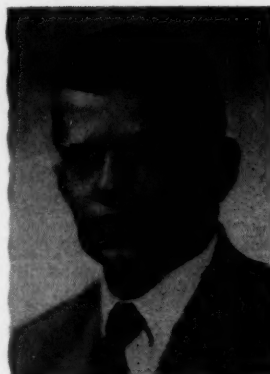
New Haven Elects Officers

Election of officers for 1953-54 were held at the recent annual meeting of the Laundry Council of the New Haven (Conn.) Chamber of Commerce.

Abraham Alexander, of the Model Family Laundries, Inc., was elected president. Also chosen were Henry Kelly, Hamden Laundry Company, first vice-president; Benjamin D. Levine, Palace Laundry Company, second vice-president; William Sasso, Banner Laundry, treasurer, and Lawrence D. Harvey, of the administrative staff of the Chamber, executive secretary.

The Laundry Council is now embarking on a series of programs with managers of men's and women's apparel shops. At these meetings, the pros and cons of laundering certain types of merchandise sold to the public are discussed. Ultimately, an informative and educational brochure will be printed by the Council for distribution through these stores by sales people, invoice enclosures, etc.

Joins A.I.L. Publicity Staff



HALLIE J. HAMILTON

Hallie J. Hamilton recently assumed duties as staff assistant in the editorial and publicity department of the American Institute of Laundering in Joliet, Ill.

The addition of Mr. Hamilton will enable AIL's publicity and editorial department to expand its program of publicizing the industry through both the daily and weekly press, according to Glenn Lange, manager of the department. "It will also in-

crease the department's potential for serving the member firms of the Institute," he said.

Mr. Hamilton received his master's degree in journalism from Northwestern University in 1951. After graduating cum laude with a B.A. degree from Franklin College, Franklin, Indiana, in 1949, he did graduate work at the University of Washington in Seattle, then transferred to Northwestern in 1950.

He spent several years in public and industrial relations work with John Morrell & Co., an Iowa meat packing firm, before joining the Institute.



*...when you **LEAD** them, that's game in the BAG*

You have to shoot *ahead* of fast-moving game, if you want to take home something for dinner. Same with business. Now's the time to plan for the day when you can get all the materials you want, with allocations gone, orders maybe not so plentiful, and competition red-hot. • Allegheny Stainless Steel can work marvels in adding sales advantages to the products you make, or reducing operating costs in the equipment you use. Let our Development Engineers show you how.

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Cleaning Section



Bill White (standing) drops in to check on progress of first NID Allied Trades Educational Conference held at Silver Spring

Letter from our man attending

Two-Week Course at N. I. D.

describes Silver Spring schooling

Editor's Note: Having recently welcomed aboard a new man—his name is Henry Mozdzer—we decided the best way for him to get his "feet wet," insofar as the drycleaning end of the business is concerned, was to send him to the two-week educational conference at the National Institute of Drycleaning, Silver Spring, Md. The capsule course, open to NID associate members, was also endorsed by the Laundry and Cleaners Allied Trades Association. The result of Hank's experience at the Institute is described in his informal letter, which we thought would be of interest to our readers. You'll be hearing lots more from Hank in the future.

Dear Boss:

No wonder we never heard about this two-week educational conference for NID associate members. This session which ran from May 4th through the 15th at Silver Spring was the first one ever held. And it was endorsed by the Laundry and Cleaners Allied Trades Association. It's an intensive course designed to give associate members an overall picture of the drycleaning industry in as short a time as possible. I understand manufacturers and distributors of machinery and supplies have been clamoring for just such a course for years.

It was certainly ideal for a newcomer like myself and I'm glad you thought it would be the fastest way of indoctrinating me in the business. One member firm thought enough of the setup to send three of its men.

Not all students were newcomers. We were fortunate

in having some of the industry's young old men on hand, too. Gene de Hegh took a refresher before heading out for the Great Northwest as an NID field representative. All in all, there were 13 of us in this pilot session.

You asked me what sort of housing accommodations they had down here. Well, Miss Michelsen, the registrar at NID, who probably knows more people in the industry than any other woman in the U. S., has a list of furnished rooms in private homes around Silver Spring. I doubled up with Tom Mullen (Jr.) of Emery Industries, Sanitone Division, N. Y.—and many a fine talk we had on the charged system. We had a very good and reasonable room only five minutes walking time from the Institute. A couple of the boys brought their wives along and had nice rooms with kitchen privileges.

The first day after registration, we all got together and exchanged introductions. About the only name we had no difficulty remembering was Jimmy Valentine (Jr.)—another of our classmates who represented the Virginia-Carolina Laundry Supply Corporation in Washington.

After a brief welcoming ceremony, William B. White, director of industry relations, took us on a personally conducted tour of the Institute plant and its administrative offices.

As for the classes themselves, they were held Monday through Friday from a very early eight o'clock in the morning to five at night. The course consisted of material selected from the general three-month course and incorporated phases of the management course. Each lecture was approximately 45 minutes long while the

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time and patience... quick
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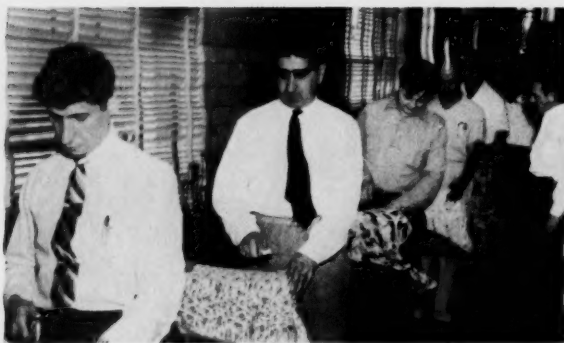
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Instructor Judd Randlett looks on as spotting board practice follows lecture period on stain removal

two daily sessions in the cleaning plant ran to one-and-a-half hours each.

The schedule for the first week went something like this: We'd start off the day with a lecture by Judd Randlett on the why's and wherefore's of weaving and wearability of natural and synthetic fibers. It didn't take us long to separate the wool from the warp, and to get a new slant on the so-called "miracle fibers." The burning test used to identify cloth by the color of the flame, the condition of the ash and its aroma proved very interesting even though at times it was difficult to distinguish between the odor of wool from that of burnt finger tips.

Learns about spotting

The second lecture during that first week was handled again by Judd Randlett and dealt with practical spotting. During the hour-and-a-half that followed, half the group had a chance to try out the recommended procedure on such stains as caramelized sugar, iodine, oil, grass and nail polish—just to name a few. Not many of us realized that lipstick smears, for example, may be treated with such preparations as dry spotter, oily-type paint remover, synthetic detergent, ammonia, acetic acid, general formula and may lastly be bleached before the last traces are finally removed. Bill Lesterick, another field representative in the course, got to be quite a sharpshooter with the steam gun before we finished this phase of study.

While one group worked the spotting boards, the rest of us got a chance to learn something about the machinery in the cleaning room. Under Jack Ireland's instruction we covered both the petroleum and synthetic drycleaning systems, learned something about filtration and distillation and by the time we were through none of us would ever again mistake a tumbler for an extractor. I might add that the two lectures summarizing NID's research on the charged system met with a great deal of interest. We had the opportunity of seeing the gadget the previous class had rigged up to check the relative humidity of the solvents and no one there was busier drawing diagrammatic sketches of the setup than Don Evans of the American Cleaners Equipment Co., Cincinnati. Many of the boys felt that because of the current interest in the charged system by the trade, that part of the course alone was worth the price of admission.

We'd finish off every morning session with a lecture on applied science by Walt Marple, who brought us up by atom and molecule to the point where we could understand why certain soaps broke down and why



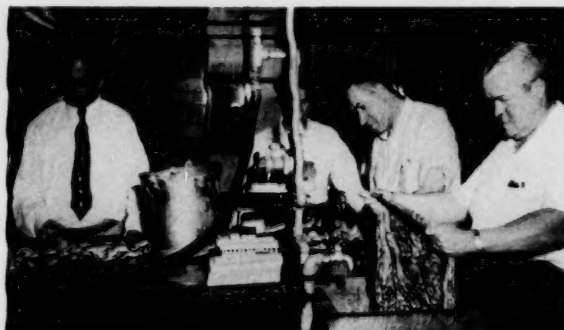
In drycleaning room, Instructor Jack Ireland (hand on door) explains merits of petroleum and synthetic cleaning machinery



Ready to roll a film on sales promotion techniques is psychologist Chuck Brown at the camera



Instructor Howard "Pappy" Reeves keeps an eye on the crease as the group tries its hand at wool finishing



On the wet side, three allied trades students try a problem in stain removal with solutions they themselves have prepared

The World's Finest Air-Operated Drycleaning Press



*to be the finest, an
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MUST have a Hydro-Air Power Unit!*



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Pointing out unusual fabric designs which present problems to the dry-cleaner is Instructor Randlett (extreme left)



Instructor demonstrates drying a dress on a wind whip in the wetcleaning department

others did not. Most of his lectures were so introduced that they tied in with other material we would be studying during that particular day. Thus, a lecture on distillation would be fresh in mind when the class met again in the cleaning room. We got into hard and soft water, synthetic detergents, Stoddard solvent and eventually got our Rh's and pH's straight.

The afternoon session would begin with a production management lecture which opened our eyes to such problems as work flow, departmental layout, production control, basic principles of motion study and the techniques of establishing a wage incentive program. Bob Cowie was in charge of this class.

Daily passouts on subjects covered aided immensely in later review and further reference. Another interesting technique used during these and other lecture sessions was the use of a large chart outline of the subject matter being discussed. This helped to emphasize the important points and saved the instructor time since he did not have to stop and write the points down on the blackboard.

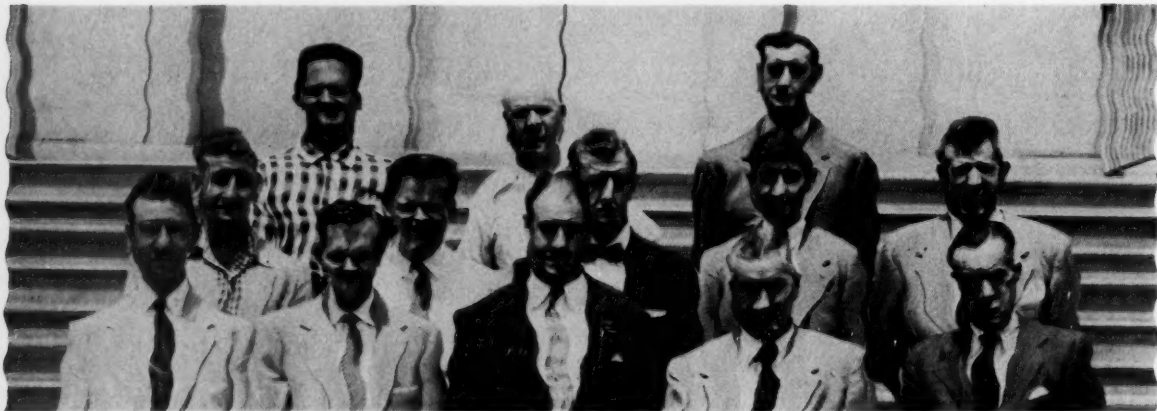
Following this lecture the group was again split in two and sent over to the cleaning plant. Thus, those

who had been spotting in the morning would have the chance to work out in the drycleaning room in the afternoon.

Psychological aspects studied

The last lecture of the day was devoted to the study of human relations and sales with Chuck Brown as instructor. Most of us suspected that there were individual differences between people but we never dreamed that we might be classified as hysteroid extroverts or epileptoid introverts. One high spot of the lectures was the demonstration proving that people can become upset over even a trivial change in a pattern of doing things. For example, we were asked to spell "Philadelphia" eliminating every other letter. Quite a few of us had difficulty spelling it right using all the letters. Other portions of the course touched on employee training, labor-management relations, sales approach and writing effective sales letters. The course was not designed to make one a psychologist, but rather to bring problems to the surface where they might be recognized and analyzed.

(Continued on page 68)



Graduation day for the special allied trades course. Left to right, front row: Burrill O. Gentry, Butler Manufacturing Co.; Donald L. Evans, American Cleaners Equipment Co.; Robert F. Snow and George Hilliard, F. H. Ross and Co.; James E. Fitz-Gibbon, Wallerstein Co., Inc. Second row: Thomas J. Mullen, Jr., Emery Industries, Inc.; William G. Lesterick, NID; James B. Stangohr, Wallerstein Co., Inc.; James Valentine, Jr., Virginia-Carolina Laundry Supply Corp.; Charles Mitchell, Wallerstein Co., Inc. Rear row: Nicholas L. Strike, Western Laundry Press Co.; Gene L. deHegh, NID; Henry Mozdzer, STARCHROOM LAUNDRY JOURNAL

PARA-LUX



Holds up to 12 neckties by tension without wrinkles or pin holes. Preserves perfect finishing.



Keeps ties safely protected over Ti-Rak. Fine quality, heavy white kraft with sales-compelling message.

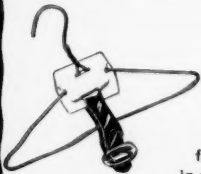


Allows easy separation of garments on racks, either alphabetically or numerically. Hangs on racks just like garment hangers.

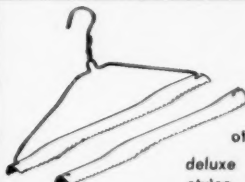


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Scientifically designed to create a cushion of air at neck and shoulders, thus fully protecting the final pressing operation. Self-sealing. No pins or staples required. Cannot fall off hanger. Quick, simple to use. Available with individualized advertising message.



Holds belts or single neckties firmly in place without pins by locking securely in place over hanger hook.



No lint rubs off. Standard and deluxe styles. Slotted ends fit all standard size wire hangers. Holds trousers smooth.



GARMENT HANGERS

Non-Shift is the original square top wire garment hanger. It is stronger to hold all types women's and men's garments. It anchors the garments in properly centered position, protects careful finishing and holds proper shape at all times.



Packaging helps for extra repeat business!

Perfect service demands perfect packaging. And you are certain of perfect packaging and proper protection for your services when you use PARA-LUX Packaging. Leading dry cleaners and launderers have found that PARA-LUX helps to build extra business, too. Let us send you samples and prices on timely, effective, colorful, sales-promoting PARA-LUX packaging specialties. You'll soon learn the difference at your own cash register!

Lincoln Bag Company, Inc.
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COLLAR SUPPORT

Greater operator output is easy with this amazing collar support that prevents distortion and breakdown of collar. It is quickly inserted inside the collar band to remain in four-way, locked position.



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**NATIONAL CLEANER & DYER
series includes:**

building for low insurance rate;
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midity; layout, identification,
records; inspection — receipt
and delivery; how to figure
costs and profits; storage sell-
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Storage Vault?

Fur storage and fur cleaning are only two of the big profit potentials in a vault installation. You can get more business from your present customers . . . and attract new customers . . . by offering a complete fur service in your own plant! Get your share of the profits waiting for you in fur repair . . . remodeling . . . merchandising. You can build up a good volume in any or all of these potential markets . . . with the help of

THE FUR BOOK

A Practical Guide to
**Fur Garment Making, Maintenance,
Repairing and Remodeling**

BY DAVID G. KAPLAN

Fur Editor, *The NATIONAL CLEANER & DYER*
Outstanding teacher-furrier-consultant

Everything you need to know about handling furs: Cleaning, glazing and dyeing . . . how to do repairs and remodeling . . . how to make fur accessories . . . types of furs and how to handle each . . . how to solve fur problems. All clearly explained by the leading instructor in the fur field—with about 200 helpful diagrams and photographs. PLUS a table of estimated costs and a section on building a fur business or department.

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SELF-TEACHING COURSE
FOR ONLY \$7⁵⁰**

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specializes
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You can sell suntan lotion on Broadway or Beacon Street, but this seagoing salesman can sell a whale of a lot more . . . because he specializes.

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Every page counts. The editors gather facts, weigh and interpret them. The advertisers line up new products,

materials and equipment . . . tell you what they do and where to buy them. To know what's new that's important to you, read every issue—thoroughly! It will keep you one of the best informed people in your field.

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Special facts for special laundryowners

For the progressive laundryowner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

STARCHROOM LAUNDRY JOURNAL

FIRST IN THE LAUNDRY INDUSTRY SINCE 1893

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS



When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

(Continued from page 64)

During the second week the practical courses in spotting and drycleaning were dropped and the group was given the opportunity of trying its hand at wet-cleaning and finishing.

Howard "Pappy" Reeves handled the wool and silk finishing. He demonstrated the proper method and abetted his lectures with outlines and films wherever possible. We got a big kick pressing up trousers and coats and I'm sure we'll never be able to look at another press job without frowning at embedded buttons or improperly finishing pleats.

On the wetcleaning side, again under Judd Randlett, we dealt with more extensive stains and learned about the use of bleaches, strippers and detergents by actually working on the garments. Some of those spots had the dang knack of reappearing when the material dried. Embarrassing.

Analyze fabric problems

Judd also handled the second-week course in current industry problems. Here, garments sent in by member drycleaners were analyzed and the blame put on either faulty manufacture, the customer or the drycleaner. The Institute gets thousands of these garments each year so we had an excellent opportunity of seeing the most common representative problems.

We saw good examples of what can go wrong with flock print material, how insects attack garments, the problem of bias cuts and shrinkage. Also, the effect of sunlight and the use of fugitive dyes was readily recognized. You know, in the analyzing lab they can even track down invisible stains and show you the teeth marks where a roach made a meal out of some tasty fiber.

Let's see, the courses kept coming so fast I may have left one out. That's right, I nearly forgot about the business administration course which gave us some inkling of cost analysis and expense classification. It gave us some insight into the double entry method of book-keeping and clarified points in the preparation of profit and lost statements. It was the first time many of us learned that the drycleaning industry had its own unified accounting method for keeping records. This is pretty important stuff, for instance, when you want to see how your operation expenses or advertising budget compares with that of other drycleaners in the country. Dick Shambarker took us from debits to credits on this subject. Did an admirable job, too, considering he just parted company with his tonsils a couple of days before.

Students like course

All in all, the course was really an eye-opener and even the oldtimers in the field had to admit that they learned something. They regretted only that such an educational program was not available when they were starting out in the game.

Perhaps the most outstanding reaction to the course was that us white collar men wanted more practical experience working with garments and machinery in the drycleaning plant. As the course was set up, about one-third of our time was devoted to practical work in the plant and two-thirds to drycleaning theory. Lemme at that finishing press.

Will give you more details when I see you in the office.

Warm regards,

Hank

N.I.D. Summer Course Set

July 6 will mark the beginning of another 12-week General Course at the National Institute of Drycleaning and the beginning of a new era in the school program.

Conditions for the practical class work are the finest the Institute has been able to provide in twenty-five years of school operation. The Institute cleaning plant, in which the practical classes are held, has been completely revamped. The new layout allows a smooth separation of instructional and productive functions.

New equipment has been installed throughout the spotting and finishing departments, in addition to three new drycleaning units. The plant building has been enlarged, providing new areas for a few departments formerly located in the basement. A new spot ventilation system has been installed, allowing more comfortable conditions at each work station.

The course of instruction itself has been strengthened. The practical dyeing classes will be discontinued, though students will still be taught the fundamentals of dyeing in the laboratory. The time formerly given to dyeing in the plant will be used to introduce a new subject—current industry problems. In this class, students will study problem garments from all sections of the country.

New visual aids of various types have been prepared to help the student in his problem of absorbing the contents of the highly accelerated course.

The industry-wide interest in the charged system has been very evident in students in recent classes. Students receive thorough training in all phases of the charged system. While there, they are kept abreast of developments coming out of the research department.

Soap-Stock Churn



A very simple device for mixing the soap stock solution is being used by Sanitary Drycleaners of Maumee, Ohio. An inexpensive hand butter churn was made on crossed strap irons that fit over the top of a soap drum. An extension was welded on the handle to bring it out beyond the edge of the drum.

An extension was also welded to the "propeller shaft" so that the propeller blade will lie close to the bottom of the drum.

With this device, a good stock solution can be whipped up in a very few minutes.

"Extreme Satisfaction"

"Exceeds Expectations"

*"Just what we cleaners
have been looking for"*

These are typical of the comments about the H-Jet IV 30-pound drycleaning unit with fast, full-drop washing and 700 R.P.M. extraction in the exclusive "Jet" self-balancing cylinder.

An H-Jet user, Alexander Bowman of Bowman's Cleaners, Kenner, Louisiana, expresses his "extreme satisfaction with the Jet Unit. It far exceeds our expectations in operation generally and in low solvent cost particularly. In our opinion the self-balancing feature of the Jet Unit is the greatest engineering advancement yet made in drycleaning machinery. We will recommend this unit without reservation."

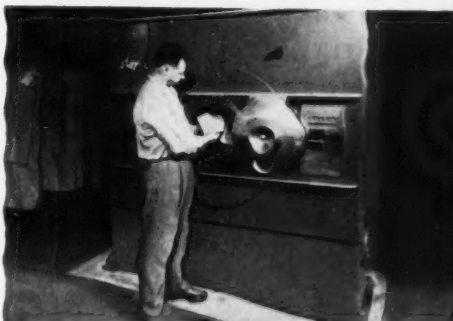
Another H-Jet user writes, "We are very well pleased with the new Hoffman Jet cleaning machine. We are getting top quality cleaning with minimum of labor. It seems to us that you people have now developed just what we cleaners have been waiting for."



Get the facts on Super Speed cleaning with the H-Jet IV! Write now for Bulletins A-924 and A-931 which tell you how to get better single bath or two-bath cleaning, lower costs, increased production and greater profits with Hoffman's H-Jet IV. Or, call your Hoffman representative.



Alexander Bowman of Kenner, La., prepares to load the single door, open-pocket cylinder of his H-Jet IV. He feels that the self-balancing feature of the H-Jet is the greatest engineering advancement in drycleaning machinery.



Ease of loading and unloading through the H-Jet's single door, open-end cylinder gets the endorsement of this Michigan cleaner. Approved, too, are the H-Jet's fully automatic control and improved filtration.

TOPS IN VALUE

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Hoffman

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Engineering Section

TABLE 1

HOW STEAM AND H-P, H-T HOT WATER STACK UP FOR HEATING

Press. psi	Temp F	Density, lb. per cu. ft.		Total heat, Btu/cu. ft.		Heat ratio Water: Steam
		Water	Steam	Water	Steam	
14.7	212	59.8	.0373	10,760	42.9	251.0
25	240	59.2	.0573	12,320	66.5	185.5
35	259	58.6	.0796	13,320	92.9	143.5
45	274	58.3	.1063	14,170	124.7	113.5
55	287	57.8	.1285	14,800	151.0	98.0
65	298	57.5	.1502	15,360	177.0	86.8
75	308	57.2	.1720	15,840	203.3	78.0
85	316	56.8	.1938	16,260	229.4	71.0
95	324	56.6	.2152	16,670	255.3	65.4
105	331	56.4	.2365	17,000	281.0	60.5
115	338	56.1	.2580	17,320	306.5	56.6
125	344	55.8	.2790	17,600	332.4	52.9

Superheated Water— A New Laundry Tool

By JOSEPH C. McCABE

LAST MONTH WE COVERED the tried and proved methods of supplying hot water for laundry needs. Let's take a look, now, at a system used widely in Europe and currently receiving attention here in the United States—namely, high temperature-high pressure, hot water or, as some call it, superheated water. At the moment, this attention has come largely from process industries and from some of the bigger U. S. Army Air Force bases where building heating problems are sizable.

Why should this method carry any appeal? The answer is shown in Table 1. The last figure in the last column for 125 psi pressure water, heated to its saturation temperature of 344°F, indicates that the water holds 52.9 (or almost 53) times as much heat in a cubic foot as the same volume of steam at this pressure.

What's more, at low pressures the advantages become even greater. You get over 185 times more heat from a

cubic foot of water at 25 psi as you would from steam.

Sure, these are theoretical maximum figures and they won't hold up in actual practice. The heat yield will be less, but the heat differences are truly eye-openers.

How does this work? Why aren't more people using it? Can it be adopted for laundries? There are some who claim it is in service in laundries in London, England, and, in the case of laundry calender rolls, is said to use 20 percent less fuel than a steam system would for a similar load on the calenders. Until we've seen an installation first-hand we're inclined to reserve judgment. But, nevertheless, in other industries the system is catching on so it's just good management to study what it has to offer and what's known about it.

Equipment involved

To begin, you need a source of high pressure, high temperature hot water, at least one or a set of special circulating pumps, Fig. 1, and a system of supply and return piping, Fig. 2. Incidentally, Fig. 2 shows the kind of plant heat needs a typical high pressure, high temperature hot water system supplies and, roughly, the load to make it a paying installation. Unless the heat load is sizeable we feel the capital outlay for the average laundry may be hard to justify.

Let's look at the equipment involved. The best reported source of high pressure, hot water heat for the fluctuating load the average laundry presents is reported to be a forced circulation, or as some manufacturers call it, a controlled-circulation boiler. A typical one,

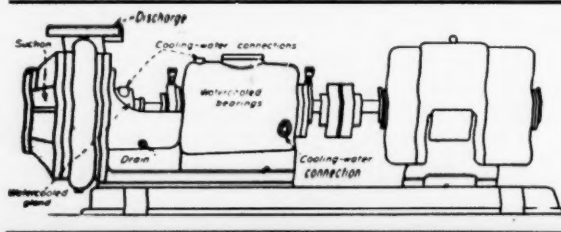


FIG. 1

User Explains How Armstrong Unit Trapping Boosted Output: Need for Investment in New Steam Equipment Eliminated by Only **\$550⁰⁰** in Steam Traps



In speaking of the benefits derived from Armstrong Unit Trapping, Earl Fast of Soft Water Laundry and Cleaners, Long Beach, California, said, "It's like a man with dirty eye-

glasses—he thinks he's seeing perfectly until he cleans the glasses and finds out what he has missed."

Mr. Fast's plant modernized its entire return system in 24 hours, installing 71 Armstrong traps costing about \$550, with these results:

1. Capacity of machines costing as much as \$15,000 per unit increased to the extent that new machines are not now required.
2. Higher quality of ironing and finishing, with touch-up on shirts eliminated.
3. Worthwhile fuel savings.

"Our boiler was turning out plenty of steam," continued Mr. Fast, "but we weren't getting the benefit of it. The best power plant in the world is of no value if you don't use its produced steam to maximum efficiency."

And there lies the case for Armstrong Unit Trapping, which discharges air and condensate as fast as it accumulates to keep steam heated equipment hot and producing at a peak rate. Your local Armstrong Representative will be glad to survey your condensate drainage system without obligation. Call him or write:

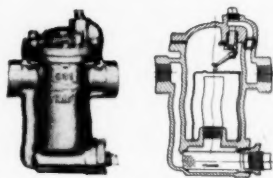
ARMSTRONG MACHINE WORKS

832 Maple Street • Three Rivers, Michigan

TRAPS WITH BUILT-IN STRAINERS CUT COSTS

Because the piping at Soft Water Laundry was old, the smallest-sized traps needed protection against dirt and scale. Armstrong No. 880 and 881 traps with built-in strainers were the logical answer because:

1. They cost less than a separate trap plus a strainer
2. They eliminate external fittings and considerable installation labor



Above: Drawing shows strainer screen at trap inlet. Strainer can be cleaned without removing or shutting off steam.

You always get more out of equipment
when you use Armstrong "Unit Trapping"



Laundry Bulletin
No. 1931
Gives Complete Information
MAIL TODAY!

FILL IN AND CLIP TO YOUR COMPANY LETTERHEAD

ARMSTRONG MACHINE WORKS
832 Maple Street, Three Rivers, Michigan
Please send me a Steam Trap Book.

Name

Title

FIG. 2. Typical applications for high pressure-high temperature hot water in industrial plants. Piping arrangement shown is diagrammatic and is to be used only as a guide for correct design

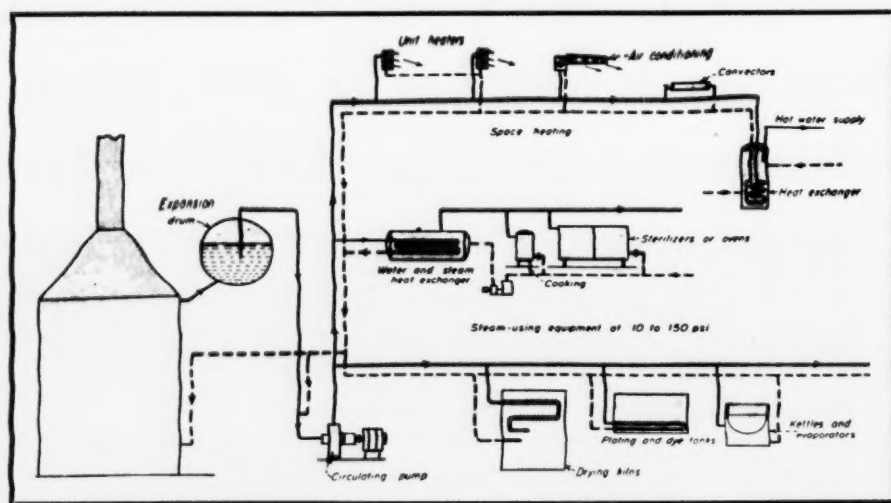


Fig. 3, has its furnace or combustion chamber completely surrounded or enclosed by horizontal, coiled tubes. Then, beyond this section surrounding the furnace, they put still another section of tubes to pick up heat from the hot furnace gases on their way to the stack.

In the supply line feeding water to these coiled tubes you have to install special circulating pumps. They do a big job. They have to impart enough pressure to the water to carry it through the furnace coils, out to the heat-users, and all the way back, Fig. 2, without the pressure falling to the point where the hot water will flash to steam. Because this water moves so fast through the forced circulation boiler the firing rate and heat release in the furnace is high and you'll find they are smaller in physical size for the same output than the usual steam boiler of the same rating.

Next, you'll note from Fig. 2, you have to put in a bypass between the supply and return lines to let some of the return water under pressure mix with the incoming water going to the pump to raise its pressure and prevent flashing within the pump.

Expected advantages

High pressure, high temperature water, though, is easier to distribute than steam, especially for long runs. There's no need for drainage of condensate, and the pipe can follow the normal contours of the plant floor or take advantage of support the plant beams or walls offer. **You need no access pits for underground piping.**

Over and above the handling pros and cons are the savings emphasized by the champions of this method. They point out that the usual steam plant of laundry size gets only 70 or so percent of the heat released in a boiler. Ten percent of it goes up the stack with the furnace gases; five percent is lost in radiation from the hot steam surfaces and piping, two percent from blow-down, eight-and-a-half percent from leaks and trap losses, and about three-and-a-half percent because of scale and uncontrolled circulation. **High temperature, high pressure hot water, on the other hand, delivers about 85 percent of the heat it picks up from the fuel.** The stack takes its usual 10 percent loss, and the radiation it's five percent, but that's all. Obviously, this shows a definite edge of about 15 percent.

If you were putting in a brand new plant it might pay to give this method a chance. If so, you would approach the problem in the usual way, that is, determine

the total heat load you'd have to supply as we outlined it last month. Then with this information on hand you'd know how big a boiler to pick.

Next, you would have to decide how much temperature drop you would allow between boiler and return piping. Here is quite a departure from the usual pressure drop consideration. There are installations that have gone in with a system temperature drop of only 80°F. That means with 125 psi for a starter, supply temperature would be 344°F and return would be 264°F. Other installations let this temperature difference get as high as 140°F, but they are mostly supplying building heating outlets. **The higher the temperature difference the smaller size pipe you can use.** But this raises problems all its own that we'll get to in just a moment.

Installation decisions

The pipe size is highly important because you use two pipes of equal size, one for the supply and the second for the return line. With steam the supply line is larger and heavier than the return. You have to make every effort to keep pipe size within economical limits for the job at hand. That is really the deciding factor with this system of hot water supply. And, remember, it involves deciding your allowable temperature drop, which is just the opposite of the approach in steam systems where pressure drop is the main factor.

Why not go ahead, then, and pick the highest temperature drop? The biggest objection to this idea is that you are going to have a number of unavoidable temperature drops that add to your selected one. If your pipe lines run long, or if they connect from one building to another and have to be run outdoors between buildings, there will be quite a drop in temperature from these causes. Further, if the equipment you are feeding works best at different levels of water temperature you will want to be sure your supply is at that correct point. (We have all grown up knowing that the steam pressure at the point of supply to the equipment affected performance.) Here you will need the help of those directly involved. At the moment, we can only guess at this correct point.

But once temperature drop has been established you select pump head. This you determine by total Btu load on the system, using density and specific heat of water at the working temperature which you will use. Then you figure out the friction loss in what they call the "index" circuit. This circuit is the longest supply

traps pay laundry double dividend



FREE TRIAL

Try a Yarway Impulse trap for 60 days free, any place in the plant you like, and compare the results. Send us a card, and we'll send you the trap.

Look at what happened in this hospital laundry when they switched from old-type steam traps to Yarway Impulse Traps:

1. Four-cell laundry reached operating temperature in 15 minutes compared to 1½ hours formerly.

2. For the first time, wash came off the ironer DRY.

Production improvements like that often result after a switch to Yarway Impulse traps.

Yarways are designed to get equipment hotter sooner and keep it hot!

Other features that users like are small size, easy installation, low maintenance, stainless steel construction, good for all pressures, low cost... and helpful, convenient service from Yarway trap engineers.

More than 200 Industrial Distributors stock and sell Yarway Impulse Traps—over 800,000 have already been installed! Write for Bulletin T-1740.

YARNALL-WARING COMPANY, 129 Mermald Ave., Philadelphia 18, Pa.

YARWAY

the steam trap
designed with more production in mind

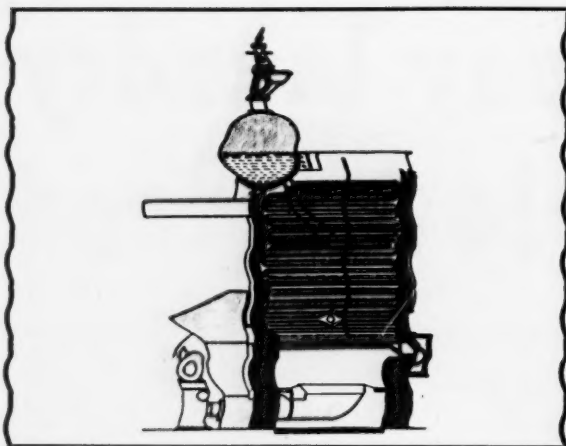


FIG. 3

and return run in your plant. Usual plants have friction losses that average out at about 0.03 feet per foot of run, and total to 150 feet or so for a typical high pressure, high temperature hot water installation. To this

figure you add the resistance of your boiler, different equipment and pipe fittings. Now, you are able to specify pump capacity.

For top service two pumps are best. Three serve fine if your load fluctuates widely. But the pump has to be specially designed for this duty, Fig. 1. Close-grained cast iron makes up the casing for systems below 150 psi and, above that point, it's cast steel. Bearings, stuffing box and gland flange are water-cooled on pumps of all pressure ratings. Suction is shaped to avoid sudden flows and velocity changes so that the pump casing is not pitted or attacked too sharply.

Summary

In our opinion the heat-saving possibilities of this system seem most attractive. But, the special equipment involved, the quite different installation approach, the new operating characteristics for the laundry field's traditional equipment, calender, etc., plus the highly specialized maintenance and operating techniques any new system requires would make us hesitate. We are anxious to see this system at work in a plant of the usual laundry type to better tell how it meets many of the questions it raises in our mind before we would go overboard. But, it may be everything its advocates claim it is. □□

Engineering Questions and Answers

Removing Storage Tank Sludge

Engineering Editor: When we swung over from coal to oil we were tickled pink with its relative cleanliness and its ease-of-handling. But "all that glitters is not gold" applies to this so-called "black-gold." Our underground oil storage tank that we fill regularly with No. 6 oil by delivery truck has begun to act up. When we stick down a measuring rod we hit something that feels for all the world like a cushion, and maybe we just imagine it but the cushion seems higher every time. We've been told it's sludge. Is there anything we can do short of digging the tank up?—A.H.P.

There's no doubt at all that A.H.P. has a sludge problem on his hands. And from the little information given in his letter we guess he has no storage tank drain. But, there are a lot of other fellows in the same boat and the following comments cover the different things A.H.P. and others can do.

We've seen some larger industrial plants take an air lance, Fig. 1, and put it into the tank to agitate the sludge. They move the lance along the tank bottom

from time to time during their regular operating periods. They claim the agitated sludge breaks up fine enough to stay suspended in the oil and it burns with no trouble.

Fuel oil additives often do a good job. They do about the same thing as the agitating air stream, that is, suspend the sludge all through the oil and get it ready for burning. But the actual choice and selection of additives is not too easy. In fact, we're planning an article soon to discuss the role of these additives. In general, though, take a sample of the sludge from the bottom of the tank with a rod like that in Fig. 2. Pour a little additive on to the sample. If nothing happens the additive won't help. We've seen plants where the tank is emptied and then filled with No. 2 distillate, with ample amounts of additive introduced. The No. 2 oil is clean and readily absorbs the freed sludge so the new mixture burns very well.

The next approach would be to clean the tank itself physically. Put a manhole in the tank, if it doesn't have one. Then clean the sludge from the tank with a bucket on the end of a long wooden handle inserted through the manhole. But be sure no one gets into the

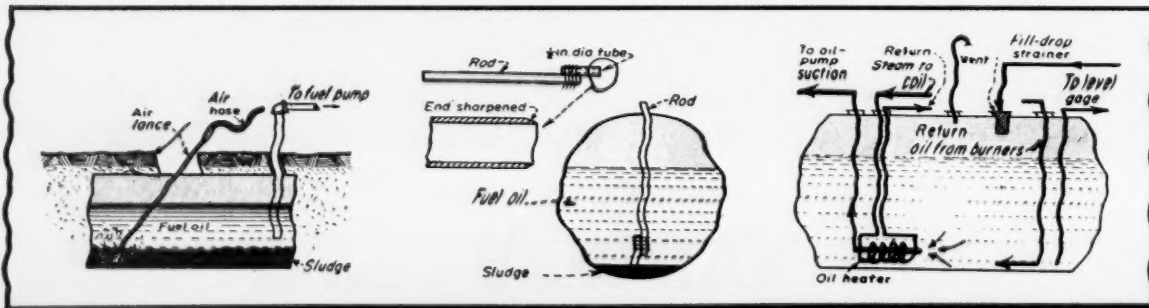


FIG. 1

FIG. 2.

FIG. 3

WHITER LAUNDRY LONGER FABRIC LIFE UP TO 75% LESS SOAP

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OUTSTANDING FEATURES

- Up to 44% more soft water
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- Zeolites that give up to 10 times greater capacity
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WHEN it comes to downright savings and benefits, there's nothing like sparkling clear soft water from an *Elgin Water Softener*. Soap, soda and bleach costs are reduced as much as 75%. Fabrics are washed clean and snowy, and with the gentle care of soft water their life is increased 20% to 50% according to actual records. Lasting good will, promoted through attractive soft water laundering, is a truly worthwhile extra dividend too.

The Elgin is the only softener that gives you the exclusive "Double-Check" design which provides up to 44% more soft water per regeneration than others of equal size utilizing the same type zeolite. Costly zeolite loss is prevented too. With all types of zeolite, and with manual, semi-automatic or fully automatic models from which to choose, there is an Elgin to meet any need — any budget.

How to get 3 to 10 times more soft water from your present water softener

By simply equipping your present water softener with a "double-check" manifold arrangement, its zeolite capacity can be increased as much as 44%. But this, mind you, assumes the same kind of zeolite. If, as in so many cases, your zeolite is the old ineffective type, total replacement of it with Elgin high capacity zeolite may step up your soft water output *three to ten times*.

Write for Bulletin 607

or let us have our nearest representative call

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tank until it has been completely and fully ventilated.

If you can't put a manhole in the tank, use a diaphragm pump to pull the sludge from the tank bottom. Heat the sludge before you pump. Then strain the pump discharge through a cloth and return the oil to the tank. A neoprene hose of large diameter is good for handling sludge.

Many plants call in their oil supplier or go to a regular tank-cleaning firm. They either wait until the tank is empty before getting in and cleaning it out completely or bring around a road-oil truck fitted with pump and heater. What clean oil there is on the top part of your storage tank is credited to you. Remaining oil is pumped, heated, and recirculated before discharge to the tank truck as slop oil. Then the cleaners get in and inspect the tank, clean it and you're rid of that trouble for quite some time.

The last way of handling a sludged tank is to repipe, Fig. 3. Burner return and suction lines go in at the opposite ends of the tank with fill line at the return end. This hookup keeps sludge in suspension so you can burn it in the furnace. Sludge solvents work well with a recirculating oil flow like this.

Meeting Code Requirements

Engineering Editor: We've just finished wiring a laundry where a separate room was put in for hand irons. We've been told we should have put in pilot lights in the receptacle outlets located in this room. We didn't ask if the Code requires it. What would you suggest?

—K.M.

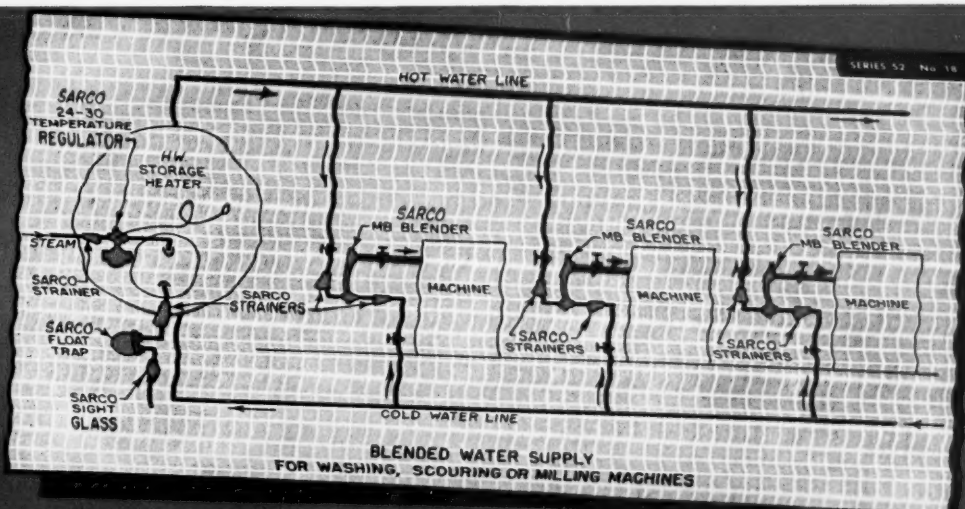
Section 4236 of the Code covers this one and apparently saves your skin in your problem. It has become a quite common practice today to use irons equipped with built-in temperature limiting devices and the above-mentioned section states:

"In other than residence occupancies, each electrically-heated appliance, or group of electrically-heated appliances, intended to be applied to combustible materials, shall be installed in connection with a signal unless the appliance is provided with an integral temperature-limiting device."

Certainly, any electrical contractor should check carefully all plans and specifications to see that they meet Code requirements. We would advise anyone to make it a basic requirement of any contract work that it be able to pass Code inspection. □□



"Before we start the tests, let's hear it talk."



Tempered Water controlled automatically

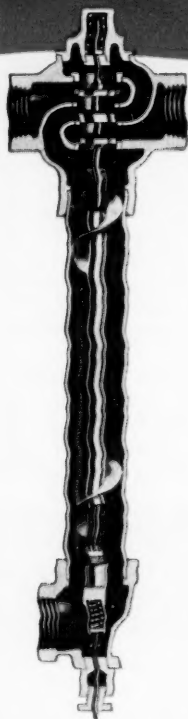


Fig. 1—Sarco MB Water Blender, all types are described in Bulletin 800-7.

Sarco Water Blenders mix cold water with hot and automatically control the proportions to furnish tempered water at any desired constant temperature.

At the meat packing plant of Cross Bros., Inc., Philadelphia, blended water is used to wash down carcasses after the hide is removed. The temperature must be held close to 80°F. to do a thorough cleansing job without wasting fat.

A 2" Sarco type MB-DS Water Blender, see Fig. 2, mixes cold water with 180°F. water from the hot water generator to provide blended water held constant at 80°F.

Customer is now installing a duplicate unit.

Sarco Blenders are also used widely as cooling controls by recirculating a varying portion of the cooling water.

For full information write for Catalog 800-7 to Sarco Company, Inc., Empire State Bldg., New York 1, N. Y. Branches in principal cities. Sarco Canada Ltd., Toronto 8, Ont.

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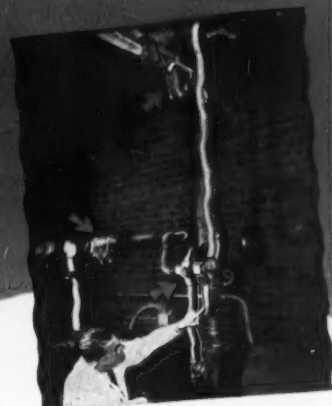


Fig. 2—2" Sarco MB-DS Water Blender and Sarco strainer. One of 2 installed at Cross Bros., Inc., Meat Packers, Philadelphia, to supply water for carcass washing at 80°F. from service hot water at 180°F.

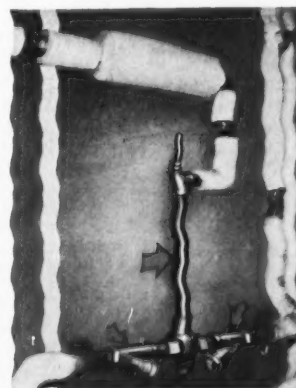


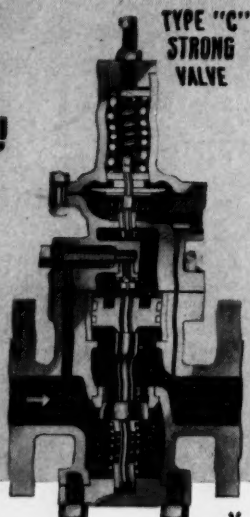
Fig. 3—1½" Sarco MB Water Blender with Sarco mixing chamber and strainer to supply tempered water to gang showers at Inland Steel Company's No. 2 mill at East Chicago, Ind.

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Direct operated. Semi-steel construction suitable for initial pressures to 225 psi, 400° F. For steam, air, water or gas.

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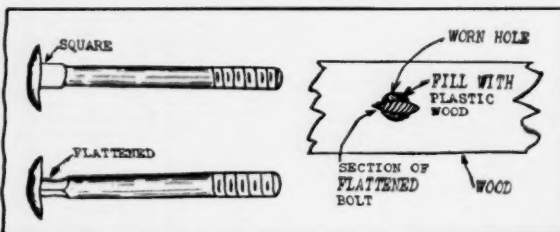
"5Y" Strainer



800 Series Steel Trap

STRONG

To Prevent Bolt Turning



When the wood is new and the fit is tight, squared heads of a wooden bolt will hold, but in time the hole frequently enlarges and then the entire bolt turns. It is difficult to tighten or improve such a bolt because of the rounded head.

A simple method to correct this trouble is shown in the accompanying sketch.

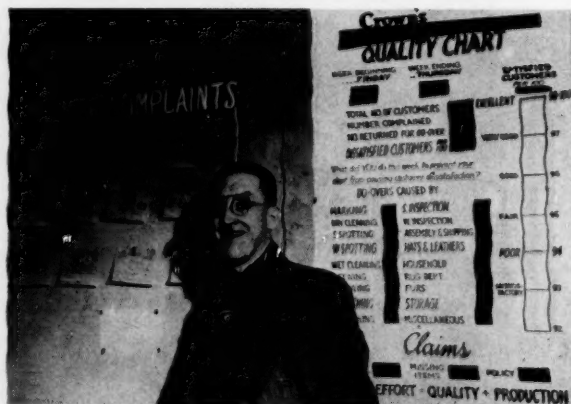
Simply heat the head end of the bolt and flatten the squared portion as indicated. The section will "spread out" as shown in the lower sketch and at the right. Then just drive the bolt into the hole, as shown at the right. The bolt won't turn now. If you want to do a first-class job, fill the gaps with plastic wood, also as indicated, and there will be even less possibility of turning than when the bolt and wood were new.

This treatment will not weaken the bolt as a tension member to any appreciable extent. Torsionally, in fact, the bolt will be stronger in the flattened section than it was before flattening.

Customers Speak

The bulletin board at the Crown Laundry and Dry-cleaning Company of Indianapolis, Indiana, has the most popular reading material in the plant. Elbert Glass, president of the firm, uses to good effect the quality performance chart designed by the National Institute of Drycleaning. This lists the number of complaints received from customers during the previous week, and the percent of complaints to total customers served (complaints per 100 customers). It also shows in the black squares opposite the departments where the sources of the complaints happen to be.

This chart merely serves as a summary, however. On the other half of the board, under "customer complaints," is posted the actual complaint report card turned in by sales personnel or the telephone operator. Thus the forty-odd production workers can read for



Complaint cards are tacked by Mr. Glass beside quality progress chart

New Nicholson Steam Traps for Laundries

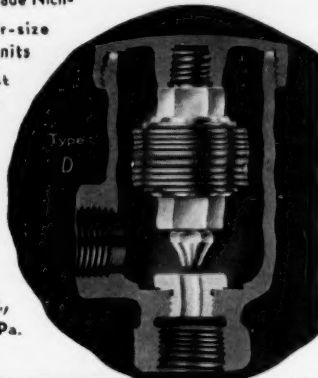
Send for
Bulletin 351

This new Nicholson trap was designed for laundries, dry cleaners and other users of small equipment. Type D effects the same faster heat-

up, and the higher and more even temperatures which have made Nich-

olson's larger-size thermostatic units

among the most widely adopted traps in industry. For ironers, presses, dryers, water heaters, space heaters. $\frac{1}{4}$ " to $\frac{1}{2}$ " press. to 200 lbs.



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themselves the details of each complaint. Without making a formal issue of each item, it is possible this way to let the workers judge who is responsible.

Serious claims and trifles alike appear on the board. Therefore the workers discuss the merits of each claim among themselves, which serves to keep quality standards to the forefront, without constant harping by the management.

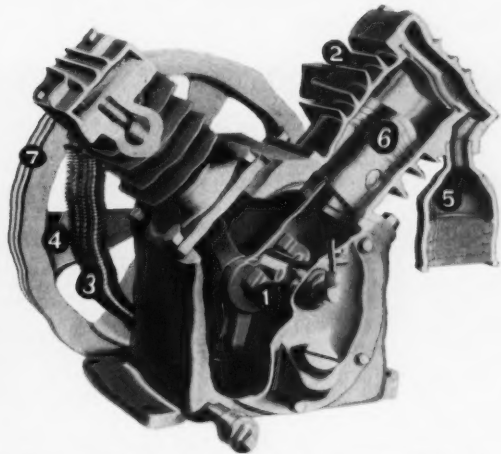
Mr. Glass points out only one flaw in this setup. The chart and bulletin board do not show the customers who quit without making complaints. Unless a salesperson follows up via sales control on inactive customers, they simply fade away!

However, we suspect that is a small problem at Crown.



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- 3 **FINNED INTERCOOLER** with multiple tubes affords greater cooling surface.
- 4 **FAN-TYPE FLYWHEEL** for more effective cooling.
- 5 **FILTER AND MUFFLER** - Specially designed for noiseless efficiency - cleans air thoroughly before entering machine.
- 6 **4 RING CONSTRUCTION** - 2 compression and 2 oil rings - insures low oil consumption; minimizes oil fumes in discharge air.
- 7 **V-BELT DRIVE** - Prevents slippage; gives full power - quietly.

AUTOMATIC PRESSURE REGULATOR (not shown) - Adjustable for pressure and range - on units up to and including 5 hp. **FREE AIR UNLOADER CONTROL** on units from $7\frac{1}{2}$ to 15 hp.

WATER-COOLED AFTERCOOLER (not shown) - Removes moisture from air - delivers dry air to machines.

Air-Cooled types from $\frac{3}{4}$ to 15 hp for regular service.

Larger units of the water-cooled type are also available from $7\frac{1}{2}$ to 100 hp for continuous full load service.

See your I-R Laundry Equipment Supplier. For more details write for Bulletin 1007-B.

(*Low cost based on minimum maintenance expense and high operating efficiency.) 929.3

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Vancouver Convention Draws Well

THE 28TH ANNUAL convention of the Pacific Northwest Launderers & Dry Cleaners Association, held in Vancouver, B. C., Canada, May 14-16, racked up the largest attendance ever experienced by this group. Over 250 delegates registered for the three-day meeting.

Business sessions began Thursday afternoon, May 14. After the customary address of welcome and introductions, the Hon. H. H. Stevens, who is known throughout British Columbia as "Mr. Canada," spoke to the group on the development of the Northwest as he had lived it for more half a century.

The next day's first speaker was Cecil Lanham, director of personnel and educational training at the American Institute of Laundering. Mr. Lanham's subject was "Human Aspects of Management," and at the very beginning of his talk he pointed out that there was an attitude of defeatism in the

laundry industry today and that there was no sound justification for this attitude. He said the same thinking carried over to produce a negative attitude towards employees.

The next speaker was Willis A. Pellerin of the Pellerin-Milnor Corp., New Orleans, La., who spoke on "Horse and Buggy Merchandising." Mr. Pellerin used slides to illustrate the exorbitant cost of maintaining a pickup and delivery service which often has to be supported by sales at the counter.

E. R. Finlayson, managing director of the Canadian Research Institute, was the first speaker on Saturday's program. Speaking on the "Benefits of Local, Statewide and National Trade Associations," Mr. Finlayson spent considerable time outlining the various services offered by the CRI, AIL and National Institute of Drycleaning.

The last speaker on the program, Jim Chisholm, assistant



New Pacific Northwest officers are, left to right: Howard Keeler, treasurer; Don Spellman, secretary; Melvin Porter, president; Robert Hammond, vice-president, and Carl Von Harten, sergeant-at-arms

sales manager of the Sanitone Division, Emery Industries, Vancouver. A question-and-answer procedure was used to show members how to conduct meetings where laundry and drycleaning services are explained and sold to church, club and school groups.

A special feature of the program was a customer relations panel conducted by William

Morrow and Mark Howard of Tacoma, Wash., vice-president; Howard Keeler, Seattle, Wash., treasurer; Don Spellman, Tacoma, permanent secretary, and Carl Von Harten, Vancouver, sergeant-at-arms.

New officers elected are: Melvin Porter, Spokane, Wash., president; Robert Hammond, Tacoma, Wash., vice-president; Howard Keeler, Seattle, Wash., treasurer; Don Spellman, Tacoma, permanent secretary, and Carl Von Harten, Vancouver, sergeant-at-arms.

—Lon Fanald

Montana Meeting Elects Howard

A TURNOUT OF 160 laundry owners, drycleaners and allied tradesmen attended the annual convention of the Laundryowners & Dry Cleaners Association of Montana, Southern Alberta & Northern Wyoming, held on May 8 and 9 in Helena, Montana.

Norbert J. Berg, general manager and secretary-treasurer of the National Institute of Dry-



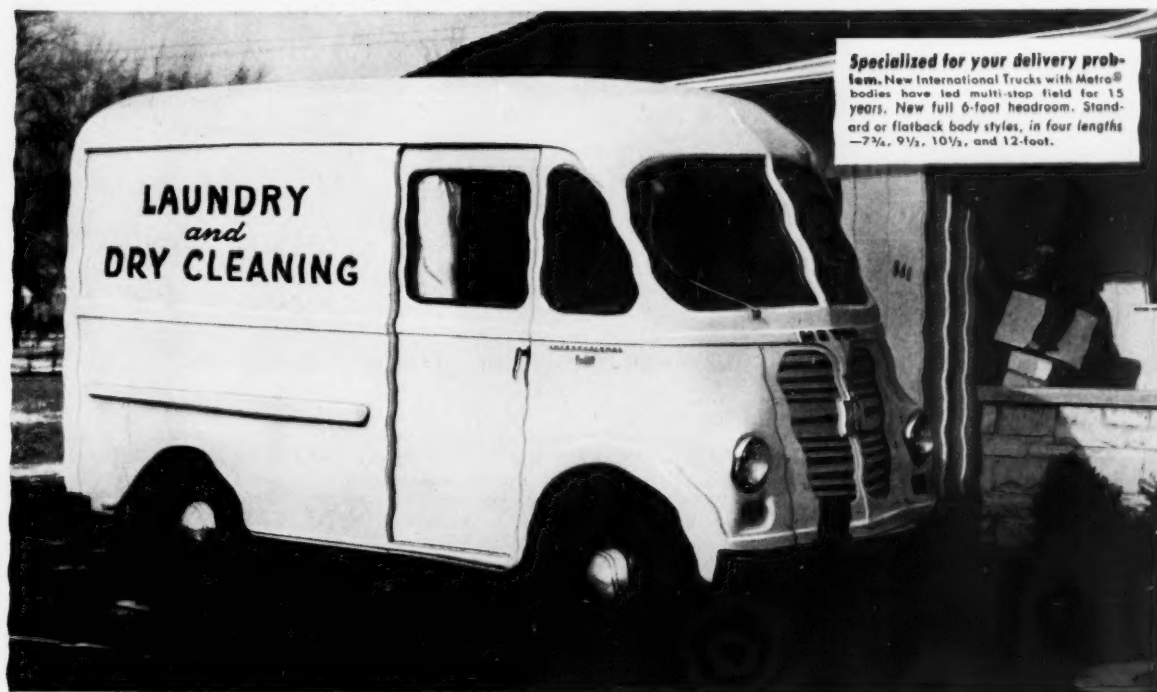
"Wake-Up Committee" takes time off from its appointed rounds at the Helena, Montana, convention to serenade Norbert J. Berg (third from left), general manager and secretary-treasurer of the National Institute of Drycleaning, Silver Spring, Md., with a rendition of *My Maryland*



Newly-elected officers of the Laundryowners & Dry Cleaners Association of Montana, Southern Alberta & Northern Wyoming are, left to right, seated: William Howard, Missoula, Mont., president; Jack Burton, Medicine Hat, Alberta, Can., vice-president, and Larry Topel, Missoula, secretary and treasurer. New directors are, standing: Don Topel, Great Falls, Mont.; James Sleeter, Havre, Mont.; Leonard LeRoux, Helena, Mont.; Dou Clucas, Greybull, Wyo.; Bill Templeton, Calgary, Alberta, Can., and James Thane, Missoula

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cleaning, Silver Spring, Md., was the first to speak at the opening session. Mr. Berg brought a message from NID president Willard Cannan, who was scheduled to speak but was unable to attend because of illness. Mr. Berg also spoke briefly on the program at the Institute.

Cecil Lanham, in charge of personnel activities and director of education at the American Institute of Laundering, Joliet, Ill., led off at the afternoon session. His subject was the human side of management.

Mr. Lanham was followed by James Chisholm of the Sani-

tone Division of Emery Industries, Cincinnati, who spoke on "Dollars At Your Door." He outlined the steps necessary to develop a sound selling program, and told the audience what they could expect if they spent a little time teaching their salesmen how to sell.

John Gray of Adeco, Inc., Sedalia, Mo., began the next morning's program by speaking on the charged system of dry-cleaning. He presented actual case histories showing what the charged system had done for a number of wholesale and retail drycleaners. He pointed out that the charged system had

resulted, in some cases, in increasing the capacity of a plant by as much as 35 percent.

Winding up the program was W. A. Pellerin of the Pellerin-Milnor Corporation, New Orleans, La. With the subject of "What Is Wrong With The Laundry Business," Mr. Pellerin drove home the serious hazard of exorbitant selling costs now prevailing in the industry. In offering a solution he gave examples, taken from actual plants, of profitable merchandising from quick service installations where all expenses of sales outlets were absorbed by the on-location activity.

On the lighter side, there was a ladies' luncheon and the annual banquet with dancing.

Among the new officers elected were William Howard, Missoula, Mont., president; Jack Burton, Medicine Hat, Alberta, Canada, vice-president, and Larry Topel, Missoula, secretary and treasurer.

New directors are: James Thane, Missoula; Don Topel, Great Falls, Mont.; Jim Sleet, Havre, Mont.; William Templeton, Calgary, Alberta, Canada; Leonard LeRoux, Helena, Mont., and Don Clucas, Greybull, Wyoming.

—Lon Farnald

LAUNDRY BUSINESS TRENDS

New York

Apr. 11—2.7% less than last year
Apr. 18—10.4% more than last year
Apr. 25—5.9% less than last year
May 2—2.5% less than last year

M. R. Weiser & Co., New York

New Jersey

Apr. 11—1.5% more than last year
Apr. 18—0.8% more than last year
Apr. 25—6.6% less than last year
May 2—1.5% less than last year

M. R. Weiser & Co., New York

New England

Apr. 11—0.4% less than last year
Apr. 18—8.6% more than last year
Apr. 25—0.7% less than last year
May 2—0.1% more than last year

Carruthers & Co., Boston

Southeast

Mar.—2.0% less than last year

J. R. Wilson & Co., Atlanta

For sparkling sport shirts every time...

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Meet the sport shirt trend with KOLORTEX—the Wrisley soap formulated especially for effective, gentle washing of colors, silks, wools and cottons.

KOLORTEX is a low titre, red oil soap uniformly and chemically built—not dry mixed.

KOLORTEX gives you quick sudsing and fast rinsing in cool water... perfect washing for every load.

Other Wrisley industrial soaps include WERKRITE Flakes or Powder... neutral tallow, 42° titre soap—dissolves quickly, insures long-lasting suds, rinses freely. HYTEXAL...

Werkrite base—already built as a complete detergent and ready to use. LT-60... low titre red oil soap for quick and efficient soil removal during first suds.



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NEWS

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ALLIED TRADES

Wyandotte Opens New Research Lab Building



Wyandotte Chemicals Corporation's new 74,800 square foot research center at Wyandotte, Mich., went into full operation early this month, according to a company announcement, "dedicated to providing more and better chemical products for industry and the public." Robert B. Semple, Wyandotte president, said the new center "will contribute further to Wyandotte's rising importance in research and development activities."

Wyandotte, a 63-year-old producer of alkalis, is a major manufacturer of three of four essential industrial chemicals—chlorine, soda ash and caustic soda—and is said to be the world's largest producer of specialized cleaners and sanitizers for business and industry.

The new research center permits a consolidation of Wyandotte's many research and development activities and will

enable the company to materially expand not only its long-range research within the organic and inorganic chemical fields, but special research projects assumed by the company on behalf of the national defense program. The laboratories of the center embody a new concept of industrial laboratory design and construction. This includes movable walls and built-in services that make them as flexible as movie sets.

Included in the center, which employs a staff of over 200 persons, is a complete, commercial type laundry washroom installation together with the latest testing devices for use in studying textiles, a nucleonics laboratory where soils are tagged with radioactive tracers and the efficiency of various cleaning operations is measured with Geiger counters, a physics laboratory, organic and analytical laboratories.

Brownlee Marries British Girl

Announcement has been made of the marriage of William Herbertson Brownlee, an engineer with the International General Electric Company of New York to Miss Shelia Milligan of Beckhead, Witherslack, England.

The bridegroom's father is H. Herbert Brownlee, of the Washington office of the Prosperity Company, Inc. The bride's father, W. G. Milligan, is managing director of the Lakeland group of laundries in northwest England.

Revolite Appoints Distributor

The Revolite Division of Atlas Power Company, Stamford, Conn., announces the appointment of Thompson-Hayward Chemical Company, 29th and Southwest Boulevard, Kansas City, Mo., as distributor for Revolite asbestos laundry roll

covers and paddings for the states of North Dakota, South Dakota, Kansas, Nebraska and Missouri, with the exception of Kansas City, Mo., and St. Louis.

The Thompson-Hayward Company will not only assume

sales duties, but will also have charge of Revolite installation and service in this territory. Stocks will be maintained in Kansas City, Omaha and Wichita.

Drew Appoints Patchell

E. F. Drew & Co., Inc., New York, N. Y. announces the appointment of David M. Patchell as a field supervisor of its chemical specialties division. Mr. Patchell will be responsible for the sales and servicing of Drew soaps, detergents and other laundry products in the Pennsylvania, Baltimore and Washington areas. He will work directly with commercial laundry operators.

The background of the new appointee covers more than 20 years' experience in supplying chemical products to the laundry and drycleaning business. In addition, he has owned and operated his own drycleaning and laundry plant.

Early training and a college education in textile chemistry enabled Mr. Patchell to contribute to the development of refrigerated bleach manufacture, and the origination of certain types of soaps.

applied to the laundering and drycleaning industries, Mr. Burrill will bring the entire line of Stuart Bart sales promotion and advertising packages, mat services and sales engineering services to Canadian operators from coast to coast.

Elected President of Hercules



ALBERT E. FORSTER

Albert E. Forster has been elected president of Hercules Powder Company and chairman of the executive committee.

He succeeds Charles A. Higgins, president and chairman of the board. Following the company's retirement policy, Mr. Higgins resigned as president of Hercules, a post he has held since 1939. He also resigned the chairmanship of the company's executive committee. He will continue as chairman of the board, a position to which he was elected in 1944.

Mr. Forster has served as vice-president and member of the executive committee since 1951. He was elected a director of the company in 1940.

Stuart Bart's Canadian Representative



WILLIAM BURRILL

Stuart Bart, Inc., announces the appointment of William Burrill as executive Canadian representative. Mr. Burrill has a great deal of experience in laundry and drycleaning sales promotion, having been, during the past four years, sales promotion manager of Canada's largest laundry and drycleaning service.

Thoroughly versed in the newest and most effective advertising, merchandising and sales promotion techniques as

60th Anniversary of Mining Operation

The Johns-Manville Corporation recently celebrated the 60th anniversary of the initial mining at its diatomite deposit in Lompoc, Calif. The firm is the major producer of diatomite in the United States and the company's Lompoc deposit is the largest and purest known. Diatomite has hundreds of industrial uses, as a filter aid and as a filler in paper, plastics, paints and polishes and as a high-temperature insulating material.

A. R. Fisher, president of Johns-Manville, in addressing



Won't pack down
"JOMAC[®] 54"
 SCORCH-RESISTANT PADDING



Use it on all your presses—collar and cuff, body, bosom. Its thousands of springy loops won't pack down, will permit steam or hot air to pass through without being trapped. "Jomac 54" — a full 54 inches wide—fits any size buck,

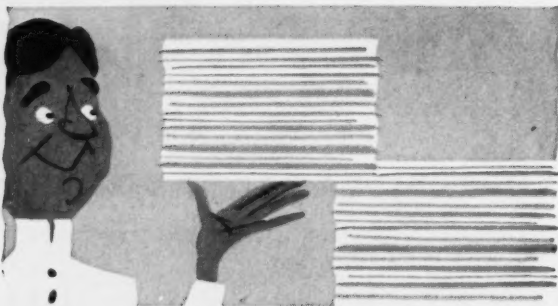
resists scorching, is highly absorbent and uniformly porous. And if it doesn't outwear *double-faced flannel*, we'll return your money. Sold by better laundry suppliers. Write for literature and the name of your nearest supplier.

→ A FULL 54 INCHES WIDE ←

G. WALKER JONES CO., PHILADELPHIA 38, PA.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

MORE WORK



BETTER WORK



from flat work ironer Roll Covers of

ASBESTON®

Asbeston fabric ironer roll covers wear longer because they resist heat. Made of fireproof Asbestos fibers, they have superior resin impregnation to make them far more durable than ordinary covers. Moisture resistant, they won't stain finished work.

Asbeston covers work better, too. Their smooth, firm surface helps prevent wrinkling, gathering, and reruns—speeds ironing operations—gives finer finishes. So Asbeston makes customers happier.

For the quantity and quality of work that means profits, you'll find nothing's as good as

Asbeston. For names of fabricators, write to:

Textile Division

**UNITED STATES
RUBBER COMPANY**

1230 Ave. of the Americas
Rockefeller Center, N. Y.



a group of company executives and state officials, announced that pilot plant operations have been started to find new uses for diatomite which should result in additional employment in Lompoc.

The anniversary celebration included an open house for the families of company employees.

Takamine Sales Appointments Announced

Martin P. Guina, sales manager of Takamine Laboratory, Inc., Clifton, N. J., announces the appointment of two new field representatives. Edward T. Borda and Dan Schultz will represent the firm in assisting drycleaners in the proper use of enzymatic digesters and sizings.

Mr. Schultz is a graduate of the NID general and management courses. His lengthy experience in drycleaning includes

actual service as a spotter, cleaner, press shop and drycleaning plant owner. He will cover the Pacific coast and mountain states with headquarters at Los Angeles.

Mr. Borda who has had actual experience as a spotter and administrator of a large eastern drycleaning plant, will cover the southeast, including Texas, Oklahoma, Arkansas, Louisiana and New Mexico, with headquarters at Dallas.



EDWARD T. BORDA



DAN SCHULTZ

U. S. Hoffman Announces New Territorial Changes

The opening of a new sales district in the south has been announced by the United States Hoffman Machinery Corporation.

The new district, which will have its headquarters in Birmingham, Alabama, has been set up as part of a sales district reorganization plan to provide closer contact between the Hoffman Corporation and its customers in every state in the nation.

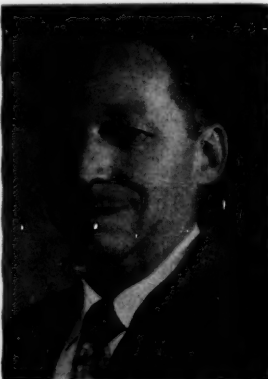
The southern district will serve 13 states and will be headed by George V. Brendel, a native Alabamian, who has been eastern district manager of the company since 1950.

States covered in the southern district include Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, western Virginia, southern West Virginia, Arkansas, Oklahoma and Texas.

Succeeding Mr. Brendel in New York is Louis Lichtman, executive representative to the clothing trade for the Hoffman Corp.

The reorganized eastern district will include Connecticut, Delaware, The District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, eastern Virginia and northern West Virginia.

Into the company's central district go Ohio and Kentucky, which have been transferred from the eastern district. This move places these markets



GEORGE V. BRENDEL



LOUIS LICHTMAN

closer to the central district's headquarters in Chicago, headed by Paul Harbor.

Also in the central district are 11 mid-western states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin.

The western district, headed by S. B. Brooks, Jr., in Los Angeles, is unchanged. It covers eleven states: Oregon, Washington, California, Idaho, Montana, Colorado, Arizona, Utah, New Mexico, Wyoming and Nevada.

In returning to Birmingham, Mr. Brendel comes back to an area in which he served for 16 years. He joined Hoffman in 1931 at the corporation's New Orleans office and was placed in charge of drycleaning and laundry equipment and pressing machine sales in Birmingham three years later.

Mr. Lichtman joined Hoffman in 1916 when the company was first attempting to induce clothing manufacturers to use pressing machines to make clothing. Since 1950 he has served as the company's executive representative, devoting his full time to the clothing industry's pressing requirements.

Elected Veep at Wyandotte

Election of Robert L. Reeves as vice-president in charge of sales of the J. B. Ford Division of Wyandotte Chemicals Corporation was recently announced by Robert B. Semple, president.

Mr. Reeves has been general manager of sales for the Ford Division since joining Wyandotte in January, 1950. This Wyandotte division is the world's largest producer and distributor of industrial cleaning and sanitizing chemicals. It serves the laundry, food, beverage, metal treating, aircraft, railroad, automotive, building maintenance and other major industries.

New International Harvester Branch

H. A. Herman, International Harvester's motor truck district sales manager in Fort Wayne, Ind., announced the opening of the company's new motor truck sales and service branch located at the corner of South Clinton and Duck streets in Fort Wayne. The branch was formerly located at 207 East Superior St.

The branch contains about 23,000 square feet of floor space which includes a showroom, office, parts department and service station areas.

Heads Cowles' Syracuse Labs



DR. JOHN B. DAVIDSON

The Cowles Chemical Company, Cleveland, Ohio, announces the appointment of Dr. John Barry Davidson as its new director of research. Dr. Davidson joined Cowles in April and will be directly in charge of the research laboratories in Syracuse.

Dr. Davidson took his undergraduate work at Williams College and his graduate work at Massachusetts Institute of Technology, where he received his Doctor's degree. A number of patents and patent applications on surface active agents, silicones and paper-treating resins are associated with Dr. Davidson's name.

Timken Promotions

The Timken Roller Bearing Company has announced a series of promotions brought about by the retirement of J. A. Riley, secretary-treasurer. H. E. Markley, assistant secretary, has been elected secretary; G. L. Deal, assistant treasurer, was elected treasurer; B. R. Powell, chief cost accountant, has been named assistant secretary, and R. A. Gulling, systems supervisor, has been elected assistant secretary.

FOR
ECONOMICAL

BUDGETS



**Especially Designed
for Use
in the LAUNDRY INDUSTRY**

Darnell Casters and Wheels start cutting costs from the very first day of installation. Easy rolling and swivelling increase employee efficiency, save floors and help add to production. With over 4000 types of casters and wheels to select from you can specify the exact model to meet your requirements.

DARNELL CORPORATION, LTD.

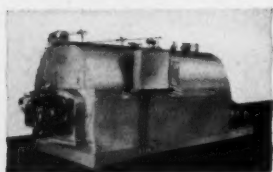
DOWNEY (LOS ANGELES COUNTY) CALIFORNIA
60 WALKER STREET, NEW YORK 13, NEW YORK
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS



**Free
Manual**

NEW PRODUCTS and LITERATURE

Hapman-Dutton Boiler Features Off-Center Firing



The principle of off-center firing, featured in the Econo-Therm boiler, is described in a new bulletin for users of boilers in sizes through 250 hp. According to the manufacturer, the Hapman-Dutton Company, off-center firing delivers advantages in performance, economy and safety, including efficient, positive water circulation in a rotary motion. The bulletin also describes the three-pass Scotch internal furnace type steam generator which includes a modern one-piece welded boiler shell. All models are built with a large steam storage space and five or more square feet of water heating surface per rated horsepower to insure long life for the shell. Burners are available for gas only, light oil, heavy oil, or with gas and oil combination for quick conversion.

For Bulletin EC-B84, containing full information and specifications, write to Dutton Boilers, Division of Hapman-Dutton Company, Kalamazoo, Mich.

Improved Bock Extractor

The Bock Laundry Machine Company, Toledo, Ohio, has recently introduced a new 20-inch machine, Model M-100. The new model, Bock states, incorporates the experience of many years of building high-speed, durable and efficient extractors.

The new extractor is a completely new design about three inches lower than the old Model M-60, and is 36 inches high to the top of the curb. It has a completely new motor

unit with larger shaft, three inches shorter, and the ball bearings are sealed and pre-lubricated. A new band-type brake stops all rotation in less than 10 seconds, and a new molded nylon ball seat and polished ball eliminate the necessity of removing the basket as frequently for lubrication.

The operating handle has been moved from the skirt front to the top and rear, and with the new magnetic contactor type switch, it is readily adaptable for timer attachments which can be furnished if specified.

Flexible, Liquid-Tight Conduit

First of its kind to gain Underwriters' Laboratories approval for use in wet locations, according to the manufacturer, "Sealtite" flexible liquid-tight electrical wiring conduit is described in a four-page illustrated publication. Suggested applications and specifications are included.

Made with a flexible galvanized steel core, positive ground and tough synthetic cover, "Sealtite" protects wiring against moisture, dirt, chemicals and corrosive fumes, the manufacturer states.

For copies of bulletin UA-530 write the American Brass Company, American Metal Hose Branch, 692 Main Street, Waterbury, Conn.

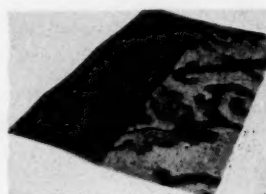
Goodrich Conveyor Belt

A catalog describing a new conveyor belt that moves packages and cartons up and down grades as steep as 55 degrees has been published by The B. F. Goodrich Company, Akron, Ohio, and is available on request.

Called "Ribflex Griptop," the new package conveyor belt has a special ridged and cross-cut

rubber surface which provides the extra gripping power needed to operate on grades over 30 degrees. B. F. Goodrich says that by designing conveyor installations at 45 degrees, 42 percent less floor space is needed than that required for installations designed at 30 degrees. Uniform depth of cover pattern gives up to 45 percent longer life, the firm states.

Hild Re-Color Announced



Re-Color, a product of the Hild Floor Machine Co., is said to revive faded or dull rugs and upholstery. By adding it to the shampoo solution when the fabric is cleaned, much of the vivid beauty is restored to the original colors. Hild Re-Color may also be applied in a simple brushing or spraying operation. Faded sections can be toned up to blend with adjoining areas, according to the manufacturer.

Re-Color is furnished in 12 basic colors which can be used straight, or can be blended to achieve almost any desired color. Patterned or multi-color rug, carpet and upholstery fabrics can be re-colored with the application of only a single shade. The new product appears to have an affinity for only its like color, yet will brighten all other colors in a multi-colored fabric. For example, rose Re-Color would be selected for a rug with a predominating rose background. The rose Re-Color takes hold in the rose area, and at the same time brightens but does not change such colors as blues or greens in the design.

A technical bulletin describing its use may be obtained from the Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.

Baby Bibs Carry Ads

A new low-cost advertising medium—advertising baby bibs—has been announced by Personality Products, Chicago, Ill. This type of promotion is said to be ideal for use as a goodwill builder by diaper services, infants' and children's goods manufacturers and retailers, and

many other firms who deal with infants and children.

The bibs are made from four-gauge Vinyl plastic and are waterproof, stain proof and acid resistant, according to the firm, and easily wiped clean with a damp cloth. They are available in three different colors—pink, blue and white—with colorful contrasting imprinting and binding. Enough space is provided on the front of the bib for imprinting up to six lines of advertising. Special designs can also be silk-screened on the bibs.

Further information may be obtained from Personality Products, 2047 W. Pierce Ave., Chicago 22, Ill.

Changeable Sign Mounter

A new tool for mounting slotted changeable copy letters on the back inside walls of stores and on the outside walls of business establishments for advertising specials, has been developed by Wagner Sign Service, Inc., in the form of a horizontal bar assembly.

This device is comprised of a series of 24-inch baked enamel mounting bars which can be easily mounted on any flat surface, such as plaster or plywood walls, metal panels or bulletin boards. An aligning tool provides for proper spacing of the bars.

Brochures on this new device and on changeable copy letters may be obtained from Wagner Sign Service, Inc., 438 S. Hoyne Ave., Chicago 12, Ill.

Pocket pH Meter



A new pocket-size pH meter and companion probe unit, manufactured by Analytical Measurements, Inc., 585 Main St., Chatham, N. J., permit instant, on-the-spot determinations anywhere.

Completely self-contained with batteries in a bakelite case, this instrument is furnished, camera fashion, in an



*"Charlie—what do you suppose happens
to boys who don't use **Swift's Soaps?**"*

Our customers tell us that Swift's Soaps save time and money in laundry operations. There are many good reasons why you, too, will find the right soap in Swift's complete line.

- The top quality and effectiveness of Swift's Soaps assure only the best results.
- Swift's line offers a soap to fit every washroom need.
- Swift's Technical Laundry Research Division is continuously at work on soap and laundry problems—to help you do a better job.
- Swift has strategically placed distribution points in all parts of the country—to assure prompt delivery of these and other fine Swift's Soaps:

White Ribbon Chips & Powder • Guaranteed Laundry Powder
Formula S Powder • Break-O Powder • Wool Flakes &
Powder • Glory Chips

Call **SWIFT** first
for **SOAPS**

SWIFT & COMPANY

Soap Department, Chicago 9, Illinois

**If you have
a 100 lb. washer**

**You need the
companion
EXTRACTOR...**



**Fletcher 33 INCH
90 POUND
EXTRACTOR**

Only from Fletcher can you get a 33" extractor to perfectly match laundry washers with 100 lb. capacity. The entire washer load can be put into the extractor and run through in a single operation. There's no lost time, no backing up of production between washer and extractor when you use a Fletcher 33". Its many distinctive constructive features add up to safe, dependable and economical service. Full details will be sent upon request.

For full details—write—

FLETCHER WORKS

227 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850

ever-ready case with novel plastic tubes of buffer and KCl solutions. Total weight is three pounds. Both water-proof and fungus-proof, the ever-ready case comes with a combination hand-and-shoulder strap, allowing the instrument to be slung over the shoulder or hung around the neck leaving both hands free.

The meter is scaled from two to 12 pH for easy reading, and a simple adjustment gives readings from zero to 14. Accuracy of 0.1 pH is obtainable, accord-

ing to the firm. Hearing-aid type batteries provide up to 1,300 hours of operation. The electrometer tube, switch and input connector are sealed in a single unit to ensure freedom from high humidity difficulties. The one-knob control and continuous reading features of this instrument simplify operation for untrained personnel.

Grounded samples can be directly measured because of no external power connections. The instrument and electrode are completely shielded.

Cold Cathode Spotting Light



CELinc, Inc., has developed a cold cathode spotting light which is said to give off a light in the blue-green region of the spectrum which results in a sharper definition of spots.

Cold cathode fluorescent lighting is said to require no starters and its life is not affected by the number of times turned on or off. Lighting in-

stantly without lag or flickering, according to the firm, it provides an over-all distribution of light with a minimum of shadows. It is rated for 25,000 hours and is guaranteed for two years.

A folder explaining the details of this spotting light is available from the manufacturer, St. Charles, Illinois.

New Mund Immersion Boiler Announced

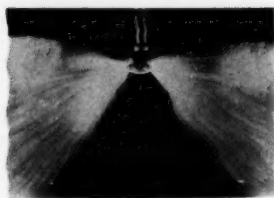
A new immersion two-pass hot water boiler that combines heating element and water storage tank in one unit, saving up to half in floor space with additional savings in fuel, is announced by Mund Boilers, Inc., manufacturers of Mund "Packaged Steam" boiler units and hot water boilers. The new immersion water boiler is available for commercial and industrial application in capacities from 250 to 5,000 gph with either gas or oil firing or combination.

In addition to saving floor space, the fact that the heating element and water storage tank are combined in one unit eliminates connecting piping and saves time and costs in installation according to the firm. The heating element alone may be installed in present water storage tanks effecting considerable savings over the cost of a complete unit where present storage tanks are suitable for

the substitution of the heating element alone, the manufacturer states.

The entire heating element is completely immersed in the water storage tank for maximum heating efficiency and fuel economy. Two-pass design and gas-swept inside header plate for extra heating surface add to efficiency. The heating element itself is easily removed for inspection and a large manhole at the rear of the unit permits quick accessibility to the interior of the boiler. The new water boiler is Fiberglas insulated throughout, enclosed in a metal outside cover.

Details on the boiler as well as other "Packaged Steam" units in the Mund line, ranging from five to 350 hp. and available in Scotch fire tube, inclined water tube and other types, may be obtained by writing the company at 1600 No. Indiana St., Los Angeles 63, Cal.

Street's Spray Cluster

R. R. Street & Co., Inc., has announced that, as a result of exhaustive research, the two-bath process is now practical with plants equipped with separate washers and separate extractors.

Street's, through the medium of its extractor-rinse process (patent pending), now offers to plants using "conventional" separate washer and separate extraction equipment the opportunity to avail themselves of the "two-bath process of dry-cleaning, without excessive handling of the loads.

The extractor-rinse process is now a reality, according to the firm, due to the development of the spray cluster which is mounted on the lid of the extractor.

Solvent forced through this spray cluster, at a pressure, develops a fan-shaped spray which distributes rinse solvent to the entire depth of the extractor basket, thus ensuring uniform saturation and rinsing of all fabrics in the load.

For further information write to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Illinois.

Feedwater Demineralization High Pressure Boiler

Mixed bed and two-step demineralization are two processes utilizing the unique properties of cation and anion exchange resins to effectively reduce dissolved silica and solids in water in order to meet exacting specifications of high pressure boiler feedwater. Commercial development of high capacity ion exchange demineralization apparatus now offers the possibility of producing economically, water both low in electrolyte content and dissolved silica. In fact, the dissolved silica can be reduced to levels approaching 0.01 ppm.

These are the conclusions reached in a 16-page reprint of a talk, "Mixed Bed vs. Two-Step Demineralization of High Pressure Boiler Feedwater," by M. E. Gilwood, director of research, and Dr. C. Calmon, chief research chemist, The Permutit Co., New York, N. Y.

This bulletin No. 3836 describes the economic aspects of

demineralizing various water supplies by utilization of the two methods. Cost comparisons are outlined, makeup water requirements are specified, curves, and illustrations are used to show the true economies of operation.

New Dandux Catalog

A handy, new tan-backed catalog published by C. R. Daniels, Inc., Daniels, Md., illustrates and describes the firm's complete Dandux canvas and leather bag line, showing simplified specification listings. It is a sturdy reference booklet, pocket-sized for convenience, and also lists other types of products manufactured by Daniels.

Pump Bulletin

The Milton Roy Company has issued Bulletin No. H-20-M describing a recent addition to its line of controlled volume pumps. This H-20 positive displacement pump is designed for those water-treating and other industrial applications which do not require the extreme accuracy offered by the Milton Roy Stepvalve construction.

This four-page bulletin covers applications, capacities, materials of construction, motor-drivers and prices. It is available on request to Milton Roy Company, Station B, 1300 E. Mermaid Lane, Chestnut Hill, Philadelphia 18, Pa.

Theft-Proof Safe

To take in cash receipts at all hours, check in routemen without a receiving clerk and protect against robbery, a new type of inexpensive and fool-proof depository is offered by Cramer Safe Company. The unit can be installed either directly on a safe or through a wall with connecting chute to the safe. The patented receive-

Get the Facts On Using Wax



What's the best way to clean the rolls and chest of a flatwork ironer? How often should you wax ironing surfaces? How much wax should you use? These are just a few of the questions we asked in a recent survey of laundries and laundry equipment manufacturers.

Out of this survey comes our new booklet, "Wax Facts by Karagami," designed to fill a real need for information on the correct way to use wax. In clear, concise terms, "Wax Facts" gives you proven waxing procedures that insure clean, crisp flatwork and maximum, trouble-free service from ironers and presses.

A copy of "Wax Facts" is yours free for the asking, along with a sample of our Powdered Karagami Wax in the handy sifter can.



So get the "Facts" and get Karagami. Try Karagami Wax—the right way—and you'll find your flatwork coming out smoother, fresher, and with lots fewer maintenance headaches. Mail the coupon today!

**CONCORD CHEMICAL COMPANY**

Dep't K
MOORESTOWN, NEW JERSEY
MOORESTOWN 9-1100

CONCORD CHEMICAL COMPANY

Dep't K
Moorestown, New Jersey

Please send me a copy of your "Wax Facts" booklet ☐

I would also like to receive a sample of Powdered Karagami Wax in the handy sifter can ☐

Name _____

Company _____

Address _____



SUPREME

ONE OF

CLINTON'S

"Petal Smooth"

LAUNDRY

STARCHES

NON-CONGEALING

USE HOT OR COLD

GIVES FLEXIBLE FINISH

EASIER IRONING



CLINTON FOODS INC.
CLINTON, IOWA

ing head thwarts "fishing," *can't be jammed and defies burglary attack*, according to the manufacturer.

The device is available in a choice of models with wide or *limited mouths, all of one-piece high-quality steel casting*. The units can be mounted readily on existing safe or chest, or furnished complete with the *safe attached*. For installation through an exterior or interior wall, the maker furnishes drawings to suit individual requirements.

For further information, write Cramer Safe Company, 127 Cramer Bldg., 1417 McGee St., Kansas City 6, Mo.

Harvester Reduces Truck Prices

A substantial reduction in the retail prices of its light, medium, and light-heavy duty R-line models of motor trucks, which it recently introduced, has been announced by the International Harvester Company.

The price reductions cover the company's R-110, 120, 130, 150, 160, 170, and 180-model series, ranging from its smallest pickup trucks through those of the 19,500-pound rated capacity.

The downward price adjustments range from 3.5 percent on R-180 series to 10.6 percent on the R-120 pickup models. They range from a minimum of \$87 to a maximum of \$152 on former list prices. The overall price reduction in these weight categories amounts to about 6.7 percent.

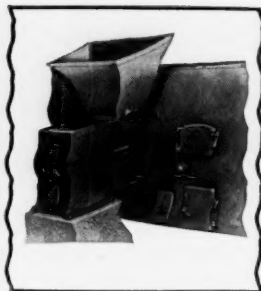
Prosperity Catalog Uses Five Languages

A colorful, five-language booklet, illustrating and describing the complete line of equipment for the laundry and drycleaning industry, as well as for hospitals, hotels, institutions and clothing manufacturing plants, has recently been published by The Prosperity Company, Inc., Syracuse, N. Y.

This single booklet is printed in Portuguese, Spanish, French, German and English. Each piece of descriptive copy appears five times in these five languages to make the booklet usable throughout the world.

Prepared in direct support of the Prosperity Exporting Corporation program, the company terms it its "International Complete Line" manual. United States distribution is restricted to special requests.

New Erie City Stoker



To complete its line of single-retort underfeed stokers, Erie City Iron Works has introduced its "Fluid-Ram" hydraulically driven and controlled model. This compact stoker provides unobstructed access to fire doors, sifting doors and ashpit doors, the firm states. The hydraulic fuel feed control offers an infinite range of fuel regulation, making the unit ideal for automatic combustion control where wide load range operation is desired, according to the company.

For further information ask for Bulletin SB-47, Erie City Iron Works, Erie, Pa.

Calgon Announces "Zeotone"

A special preparation called "Zeotone," now available in bulk quantities to clean and "tone up" the zeolite or resin bed in commercial or industrial water softeners, has been announced by Calgon, Inc., Pittsburgh.

In addition to loosening iron deposits, silt and other material that becomes trapped in the softener bed, Zeotone contains a specially developed sterilizing agent, and a rust inhibitor to protect the metal in contact with the salt solution, the announcement states.

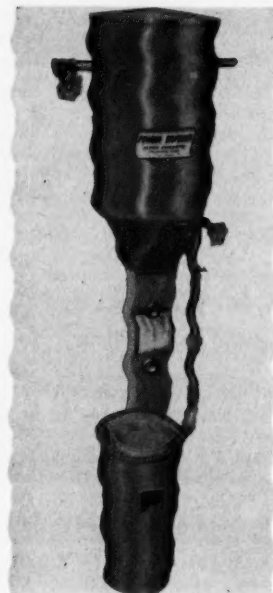
The manufacturer of water-treatment chemicals and compounds reports that Zeotone has proved to be well-suited for cleaning and toning up any softener which is regenerated with salt. It is effective on either synthetic or natural zeolites, or carbonaceous or resinous organic exchange materials. It may be used also to clean up iron filters or sand filter units.

For commercial or industrial use Zeotone is being made available in 100-pound drums. No special precautions are needed in handling this new material, it is added, since it is harmless to the skin.

Full details are contained in a specially prepared folder,

"Zeotone Cleans Water Softeners," available upon request from Calgon, Inc., Hagan Building, Pittsburgh 30, Pa.

Filter Powder Dispenser



Using the "store and measure" filter powder dispenser, drycleaners can now conveniently store up to 50 pounds of filter powder in a steam heated container and accurately feed from one half pound to two pounds of filter into the bypass line which runs directly to the filter screens.

Measuring six feet, two inches tall and located between the trap and the pump, it is self-supporting and requires no special brackets for installation. It is fabricated of light weight steel, finished in blue gray and trimmed in stainless steel. The filter powder storage chamber, located at the top of the dispenser, has four rows of steam coils to insure dry powder under all conditions, regardless of weather. It is heated with 15 pounds of dry steam or can be connected to discharge from steam trap.

For further information write the manufacturer, Powder Dispenser, Alton Childress, Palestine, Texas.

Booklet Shows Buckeye Line

A new 35-page booklet describing the uses of 32 different Buckeye drycleaning products is now being distributed by the Davies-Young Soap Company.

The booklet is divided into nine different sections: dry-

cleaning soaps; products for chlorinated solvent drycleaning; wet cleaning soaps and synthetics; spotting specialties; garment retexture, size and water repellents; rug, carpet and upholstery shampoo; products for gloves and suedes; deodorant-neutralizer, and break and stain removal products.

The booklet is available free of charge from the company at Box 995, Dayton 1, Ohio, or its authorized distributors.

Steelast Coating in 10 Colors

A new line of products manufactured by the Steelcote Mfg. Co., St. Louis, available under the trade name of Steelast, has come out of the research work done on Stainless Steel Coating. The formula for Steelast products is basically the same as that of Stainless Steel Coating in that both use a vinyl plastic vehicle, the primary difference being that a change of pigment makes possible the manufacture of all colors including black, white, gray, ivory, green, red-orange and yellow.

Steelast is a film which is said to be impervious to moisture, resistant to most chemicals, and is odorless and non-toxic when dry.

The uses to which Steelast is put are protection and finishing of metal surfaces on original equipment, and maintenance of machinery, pipes, tanks, duct work and metal building materials, indoors and out. It can be sprayed, brushed or dipped, and is available in quarts and gallons.

New Prosperity Cleaning Unit

Model 6-B, a new, fully automatic, synthetic cleaning unit, manufactured by the Prosperity Company, Inc., Syracuse, N. Y., and adaptable for use with straight solvent, charged soap or batch system, was recently introduced to the industry.

The new Prosperity model is a fully-enclosed, complete unit. The makers claim it will give optimum operational value through continuous, automatic functioning with or without soap.

The machine is designed to give timed, automatic soap injection for charged soap cleaning, with distilled rinse; timed automatic injection of fresh soap for each batch, with distilled rinse, or a 24-minute cycle for straight solvent clean-

For the best in
CANVAS
Washroom Trucks

LOOK FOR
Lane



Designed especially for wet-work handling, only this Lane Style 69W Washroom truck incorporates all these quality features for long, dependable service at very low cost:

- Waterproof, mildew-resistant body of heavy Lane-woven duck—impregnated with vinyl plastic, stitched with Nylon.
- Light-weight, extra-strong, non-rusting frame.
- Convenient, easily-controlled, flexible drain.
- Over-size casters for easy handling of load.

STANDARD SIZES AVAILABLE

No.	Long	Wide	Deep	Total Height
2½	24"	15"	15"	30"
3	24"	18"	16"	30"
4	30"	18"	16"	30"

Lane canvas baskets, hampers, and trucks are built to take it, built to last! There are many canvas baskets, but there's only one Lane. Always look for the LANE mark — to be sure! See your distributor or write . . .

® 4471

Canvas Basket Craftsmen Since 1894

Lane



W. T. LANE & BROS., INC., Poughkeepsie, New York

ing. Garments go in dry, and come out cleaned and dry, the firm states.

New features include high speed extraction for minimum rinsing requirements, said to save time and solvent; increased drying efficiency, and fast filling and draining through use of a modernized button trap and dump valve.

Outstanding features retained include the Formatrol cycle timer; large dust bags; full batch distillation; open-pocket, reverse action cylinder; full flow filter capacity, and distilled solvent rinse facilities, claimed to be essential with a charged system.

Air Pressure Dispenser

The Oil-Rite Corporation has announced its new air pressure operated dispenser which feeds oil and other fluids by air pressure to elevated, distant and inaccessible points for use on applications where gravity feeding is not suitable.

The dispensers are said to be used on a wide variety of applications, including spray oiling. They are specifically designed to serve as central reservoirs of single line, low pressure air op-

erated oiling systems, discharging a regulated amount of oil to individual bearings by means of adjustable sight feed needle valves.

For Bulletin 82-11, write to the Oil-Rite Corp., 2334 Waldo Blvd., Manitowoc, Wis.

Origa-Fab Offer

The Harris Chemical Co. has announced a free offer of a test sample of Origa-Fab, its new product which is designed to restore the original "new" look to wetcleaned or dyed fabrics, and a booklet, "A Way To Get More Business," which gives drycleaners a promotional guide.

The Origa-Fab test sample, the announcement states, makes 12½ gallons of working solution. This is simply added to the last rinse water, requiring no extra equipment. According to the manufacturer, Origa-Fab reduces pressing time by 20 percent, eliminates creping of mixed fabrics and dye or extractor wrinkles, and makes spotting easier.

Samples of Origa-Fab are available through jobber-suppliers, or direct from Harris Chemical Co., Cortland, N. Y.,

when requested on a business letterhead.

New Boiler Line

A line of electrically-operated steam generators utilizing a new conception of electric boiler design has been announced by the Livingstone Engineering Company, Worcester, Mass. Identified as Speedyelectric Series ABC, they embody the results of research directed primarily toward the development of more compact units for installation where floor space is limited.

The Electrode steam generator, unlike those utilizing resistance heating elements, can be designed to operate on various voltages at constant amperage, so that the kilowatt rating, heating capacity and steam output vary in direct proportion to the voltage. The boilers are designed for 220, 440 or 550 volts, and are offered in standard sizes up to 60 bhp and pressures up to 500 psi. Larger boilers and pressures are available.

Full details are available by writing the Livingstone Engineering Co., 100 Grove St., Worcester 5, Mass.

Gummed Tape Dispenser

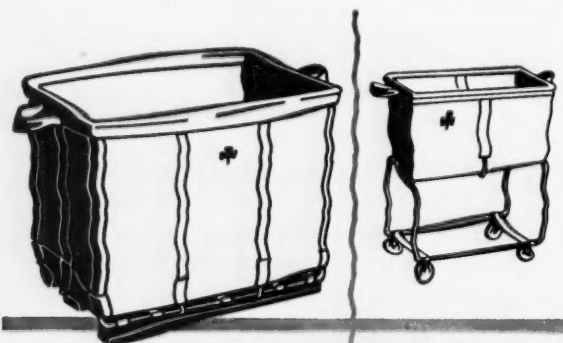


The Roll-on-Sealer, a new type of gummed tape dispenser, has been announced by the Roll-on-Sealer Company, Antioch, Ill. The unit is said to moisten, measure and apply gummed tape to any carton or package. The water container will not spill, according to the firm, or leak when the machine is used in any position.

Bulletin on Sec Filters

A specification bulletin describing the new Sec-Olson filter is now available from the Sec-O-Matic Corporation, Carl Blackman, vice-president announced recently. The Sec-Olson filter is made exclusively for use in conjunction with synthetic drycleaning systems.

The new bulletin gives complete information about the new filter including specifications, construction details,



BUILT FOR YEARS
OF RUGGED SERVICE

SHAMROCK

CANVAS BASKETS, HAMPERS, TRUCKS

Many styles and sizes. Also special sizes and shapes to meet your need.

SALES OFFICES:

NEW YORK—F. R. Tyroler, 37 W. 43rd St., MU 2-1437. ATLANTA—W. E. Petway, 4403 Jefferson St., Chamblee, Ga., Phone 7-2430. FORT WORTH—V. M. Hooten, 717 Ayers St., Lockwood 6564. SAN FRANCISCO—c/o Glenn B. White & Assoc., Merch. Mart, ME 1-5204. LOS ANGELES—c/o Glenn B. White Assoc., 1151 So. Broadway, PR. 4169.

MEESE, INC.

Main Office & Plant
MADISON, INDIANA
Phone 261 or 262

DARN IT!



An all purpose mending unit for repairing

Shirts • Socks
Towels • Coats
Aprons • Linens
and Laundry Nets

Electrically operated
Easy to use—reasonably priced
Write for Details

CHANDLER MACHINE CO.
P. O. Box 426 Ayer—Mass.

WHY BURN UP PROFITS?

low cost pure powdered

Kitagumi Brand JAPAN WAX

stops scorching ironer covers—gives you quality work

You can't afford the expense—you can't afford the replacement time when your expensive ironer covers burn and scorch.

Genuine Pure Powdered KITAGUMI BRAND JAPAN WAX melts and lubricates uniformly—eliminates the "hot spots" formed by the buildup of soaps and starches. It does away with the roll-

ing and the bunching of your flatwork—gives you the consistent high quality your trade demands.

ALSO, KITAGUMI BRAND JAPAN WAX is available in cakes for your laundry starch and pressing machines. Do yourself a favor—write for samples and prices.

Strohmeyer and Arpe Company

139 FRANKLIN STREET NEW YORK 13, N. Y.

Tel: Walker 5-2300

Importers of commercial waxes since 1882

WANTED

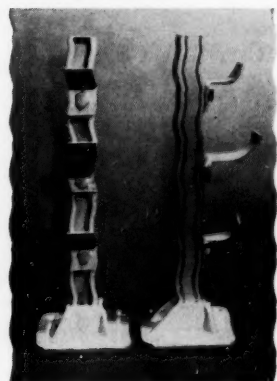
SPECIALTY SALESMEN

Here is an excellent profitable sideline for an ambitious Salesman. Desirable territories open. Write for details of this opportunity.

available accessories and necessary equipment. It shows how the filter does a better job with less work and at lower cost.

The bulletin is available from the Sec-O-Matic Corporation, 55 La France Ave., Bloomfield, New Jersey.

Schaub Pipe Stand



The problem of obtaining a neat piping installation for steam heated process machinery is said to have been practically eliminated by a newly designed, low-cost, triple-deck pipe stand being offered by the Fred H. Schaub Engineering Company of Chicago.

This new pipe stand is com-

pletely adjustable to allow for floor mis-alignment, and can also be adjusted to give steam, return and air line piping the proper gravity pitch. Its use permits convenient location of all valves and fittings, thus making any maintenance repairs or adjustments less annoying, according to the firm.

A booklet is being prepared with pictorial instructions that will make it possible for the laundryowner and drycleaner to do his own piping, thus saving at least 50 percent of the installation cost for any new machinery to be hooked-up.

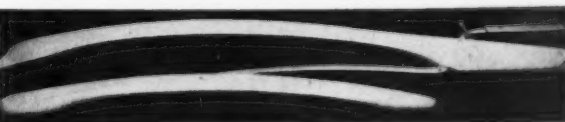
For details, write to the Fred H. Schaub Engineering Co., 2110 S. Marshall Boulevard, Chicago 23, Ill.

Butler Cleaning Equipment Catalog

The Butler Manufacturing Company, Kansas City, Mo., has announced its new cleaning equipment catalog, containing over 200 photographs and illustrations in brightly colored circulars of Butler's complete line of cleaning equipment, and the equipment of allied companies.

For a free copy of the catalog, write to the Butler Manufacturing Company, 7400 East 13th St., Kansas City 26, Mo.

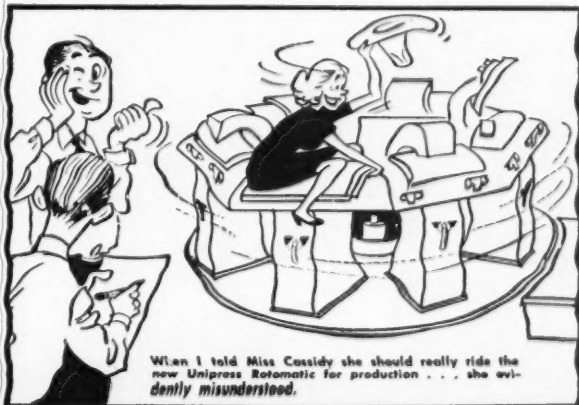
Improvements in Amber Sleeve Form



New improvements in the Amber self-expansion pelican sleeve form which are said to increase its efficiency and durability have been announced by Amber Manufacturing Company, Los Angeles, Cal. According to Y. Amber, designer of the form, improved means of securing rivets in the wood add to its life, a small spring inserted inside the locking lever prevents accidental locking, and a more powerful expansion spring inside the handle provides ample tension on heavier garments.

Mr. Amber states that his pelican is actually two sleeve forms combined. With its lock-

PAID ADVERTISEMENT



When I told Miss Cassidy she should really ride the new Unipress Rotomatic for production . . . she evidently misunderstood.

GROSS STAR GRID PLATE for Better Pressing

MADE BY
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL. DANUBE 4-6022



up to 46" - \$14.85
mushroom - 11.00
over 46" - 19.25
from your jobber

The Sign of a Better
GRID PLATE
GROSS STAR

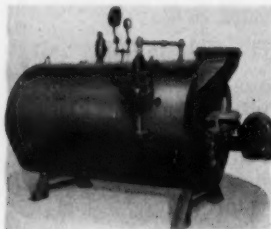
FOR THAT
"HAND FINISHED" LOOK

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages

L. BEHRSTOCK CO.
1708 S. State St., Chicago 16, Ill.

ing lever released, the expansion spring inside the handle causes it to perform like a Parisian-type sleeve form on suits and coats. On softer garments, the fingertip locking lever instantly stops the expansion at the desired width. The self-expanding feature leaves both hands of the operator free.

Sellers Two-Fuel Boiler



Sellers Engineering Company has announced volume production of a new boiler, The Supermarine, Model LO, a combination oil and gas steam boiler. This new boiler burns either oil, No. 3 or lighter, or gas, with equal efficiency, the announcement states.

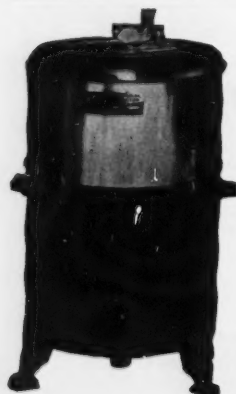
An internally fired marine type, the Supermarine is provided with 7 square feet of water-backed heating surface for each boiler horsepower developed. The shell is of the internally fired two-pass marine

type with a large-diameter combustion tube and a battery of return tubes correctly located with respect to the firing tube. There is ample steam space with a safe depth of water.

The burner is designed for this particular job, incorporating all accepted standard features. There is no "gas ring." The fan supplies all of the combustion air whether the fuel is gas or oil. Spark ignition is automatic on either fuel and there is no pilot. If there is either a flame or electric failure, electronic safety controls shut the burner off instantly.

On a changeover from either fuel, conversion is accomplished simply and quickly, according to the manufacturer. The new boiler is also said to be excellent for "emergency standby" equipment.

Further information may be had by writing Sellers Engineering Company, 4876 N. Clark St., Chicago, Ill.



BOCK EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

Camelforms

CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found CAMELFORMS the • Most economical • Most practical • Quickest set-up method for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices.

Campbell
BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

Convention Calendar

Eastern Canadian Laundry and Drycleaners Association

Muskoka Beach Inn
Muskoka Beach, Ontario, Canada
June 18-20, 1953

California Laundryowners Association

Brockway Hotel & Hot Springs
Crystal Bay, Lake Tahoe, Cal.
June 18-20, 1953

Virginia Association of Launderers and Cleaners

Roanoke Hotel
Roanoke, Virginia
August 22-24, 1953

New York State Laundryowners Association

Fall Conference
Saranac Inn
Saranac, New York
September 25-27, 1953

NEW!

**KEY-TAG'S
FLARE HEAD
LOCK PIN**



★ **25% STRONGER**
★ **LOCKS CLOSED**
★ **PROTECTS NETS**

THE ALL-PURPOSE PIN FOR NYLON OR COTTON NETS

KEY-TAG'S FLARE HEAD PIN has a .145 wire diameter that resists bending and bowing, gives longer service, yet is easy to operate.

KEY-TAG'S NOTCHED HEAD is actually locked shut by cotton or nylon net material—assuring complete, permanent closure in wash wheel.

KEY-TAG'S FLARE HEAD protects nets from chewing, biting action...eliminates chaffing and pulling of threads...can't tear or snag!

Send for a FREE sample KEY-TAG FLARE HEAD PIN today

THE KEY-TAG CHECKING SYSTEM CO. 6513 HOUGH AVENUE CLEVELAND 3, OHIO

**IF YOU WANT BETTER QUALITY
AT NO EXTRA COST—**



**SPECIFY
DANDUX**

**baskets, trucks, hampers,
extractor covers and bags**

FROM YOUR DEALER!

**C. R. Daniels, Inc.
Daniels, Md.**

75 West Street, New York 6, N. Y.
549 W. Randolph St., Chicago 6, Ill.



PROTECT YOURSELF...

Cleve-O-Cement is your best insurance against the physical hazards and product damage that may be caused by holes in your floor. You can save thousands of dollars through a small investment. Cleve-O-Cement is easy to apply, dries flint hard overnight. Ready for heavy traffic next morning. Not effected by heat or cold, live steam or most acids. Used and recommended by the leading and largest food and meat packing plants, dairies, laundries, ice cream and bottling plants. Developed especially for wet, damp floors.

Send for illustrated bulletin.

THE MIDLAND PAINT & VARNISH CO.

9123 RENO AVE.

CLEVELAND 5, OHIO

National Association of Institutional Laundry Managers
Hollywood Roosevelt Hotel
Los Angeles, California
October 8-10, 1953

**American Institute of Laundering
Convention and Exhibit**
Shrine Convention Hall
Los Angeles, California
October 9-11, 1953

Idaho State Laundry & Dry Cleaners Association
Pocatello, Idaho
October 16-17, 1953

National Institute of Diaper Services
Sea Isle Hotel
Miami Beach, Florida
October 25-30, 1953

Indiana Drycleaning and Laundry Institute
Claypool Hotel
Indianapolis, Indiana
December 4-6, 1953

Obituaries

Hiley W. Bruton, 45, owner of the Helpy Selfy Laundry, 1434 South 14th St., died recently as the result of a heart attack. He had been in ill health for the past year. Survivors include his wife, five sons, a father, a sister, four brothers and three grandchildren.

Linda B. Hengst, former owner, president and treasurer of the Allen Quality Laundry, Grand Rapids, Mich., died recently. She retired about eight years ago. Miss Hengst was a native of Chemnitz, Germany, and settled in Grand Rapids after living for some time in Detroit. She was a member of the Immanuel Lutheran Church. Surviving are a cousin in Cleveland and several cousins in Germany.

James C. Pridham, 63, a partner in the Pridham Laundry, Toronto, Canada, died recently of a heart ailment. He had been a partner in the laundry with his father and brother. Other survivors include his wife, a daughter and a son.

John G. Shuman, 68, owner of the Kingman Laundry, Topeka, Kansas, died recently. He is survived by his wife, four sons and a brother.

George W. Rohman, 67, owner of the Sanitary Towel and Laundry Company, Lincoln, Nebraska, died recently. Survivors include his wife, a sister, a brother and a nephew.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS, 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—**WHERE DO YOU WISH TO LOCATE? RICHARD J. MULLER—** Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4646-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL**, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 9653-2

SACRIFICING WELL ESTABLISHED MODERN LAUNDRY IN INDIANA. NO COMPETITION, EXCELLENT EQUIPMENT, PROFITABLE, \$65,000 GROSS. STABLE COMMUNITY, \$19,000, TRULY A BARGAIN. ADDRESS: Box 283, STARCHROOM LAUNDRY JOURNAL. -2

Laundry plant in northern California, doing \$100,000 yearly. 37 years in same location. Wishes to retire. All metal machines, 2 boilers, 120" 6 roll American ironer. Good terms. **ADDRESS: Box 256, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry plant, West Central Ohio. \$70,000 annual volume. All equipment new within past five years. New 60 H.P. automatic gas-fired boiler now being installed. Will sell with or without real estate. Other interests require owner's full attention. **ADDRESS: Box 283, STARCHROOM LAUNDRY JOURNAL.** 283-2

For Sale—Laundry and drycleaning plant—central Sacramento Valley area. Operates throughout county. Fixed revenue from commercial accounts equals 35% of gross. All equipment like new. Two boilers. Annual gross \$100,000. Price \$90,000. Modern block building may be purchased or leased. **ADDRESS: Box 286, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY in University City, 4 years old, doing good business. High class clientele. \$25,000. ADDRESS: Box 298, STARCHROOM LAUNDRY JOURNAL. -2

Laundry located in northern Illinois. Yearly volume over \$100,000. Established 24 years. No union. Drive-in facilities. Modern equipment, gas-fired boiler, Mono-rail system. Good prices. With or without real estate. **ADDRESS: Box 302, STARCHROOM LAUNDRY JOURNAL.** -2

ESTABLISHED STEAM LAUNDRY—ELDORA, IOWA. County seat town with large trade area. New building, 40 x 70. Excellent equipment and business. \$30,000 complete. Owner must sell account of health. C. O. Rubow, Realtor, Eldora, Iowa. 303-2

MIAMI BEACH laundry and drycleaning plant, completely equipped and ready to go, 1½-story concrete building, located downtown with parking space, modern machinery. For sale with small down payment, \$145,000, or will lease to experienced operator only, \$12,500 annually. Contact: James C. Pace, Attorney, 1544 Washington Avenue, Miami Beach, Fla. Phone: 5-2893. 304-2

Family Laundry and Linen Supply plant. Resort area, upper New York state. Real estate includes plant and 2-family house. Annual sales \$100,000, can be increased 100%. 3-routes and retail store. Very low taxes. Can be bought without linen supply. Sacrifice due to illness. **ADDRESS: Box 315, STARCHROOM LAUNDRY JOURNAL.** -2

For sale laundry and drycleaning plant in Elkins, W. Va. Will sell the plant and building or sell the plant and lease the building. We operate 4 trucks. If interested write for particulars, Box 316, **STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

For Sale—Laundry in the largest tourist center in the Southeast. The only laundry in the county. Town and surrounding area accommodates approximately 7,000 persons per night. Over 2,000,000 persons visited this town in 1952. ¼ acre of land within ½ mile of center of town. Two-story concrete block building 35' x 126'. Fully equipped with some equipment less than four years old. **ADDRESS: Box 318, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED — PLANTS — ALL KINDS — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS. RICHARD J. MULLER** Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4584-1

SITUATIONS WANTED

EXECUTIVE many years experience in laundry management and drycleaning. Only interested in sound sizeable plant. Philadelphia area. Now employed, but available in reasonable time. **ADDRESS: Box 291, STARCHROOM LAUNDRY JOURNAL.** -5

LAUNDRY SUPERINTENDENT—Over thirty-five years' experience desires connection with modern progressive plant. Can assume full responsibility. Highly successful supervising operators to produce quantity and quality. Familiar with sales and drycleaning operation. Can furnish highest reference and recommendations. **ADDRESS: Box 311, STARCHROOM LAUNDRY JOURNAL.** -5

MANAGER OR SUPERVISOR—able to manage all phases of laundry and drycleaning departments. Interested in production. Age 29. **ADDRESS: Box 312, STARCHROOM LAUNDRY JOURNAL.** -5

Position wanted by an experienced laundryman and drycleaner with technical knowledge, supervisory ability and capable of rendering good quality work at a reasonable cost. Good moral character, 30 years' experience. South preferred. **ADDRESS: Box 313, STARCHROOM LAUNDRY JOURNAL.** -5

SUPERINTENDENT-MANAGER, age 40. 22 years' laundry and drycleaning experience. Interested in employment or substantial investment as part owner and manager. Preference Illinois. **ADDRESS: Box 317, STARCHROOM LAUNDRY JOURNAL.** -5

HELP WANTED

We have an opening for a young man who is ambitious and capable of supervising a laundry department with 75 people doing all laundry services and commercial flat in a South Florida city of 18,000. Send both personal and business references for past 5 years to Box 292, **STARCHROOM LAUNDRY JOURNAL.** -7

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

POWER PLANT EQUIPMENT FOR SALE

54 x 216 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 4,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-36

GENERATOR SET BARGAIN—187½ KVA alternating current generator, 3 phase, 60 cycle, 440 volt, with belted 15 KW, 125 volt exciter. Direct connected to a Skinner Universal Uniflow engine 150# steam pressure, 5# back pressure. Operating panel includes AC & DC volt meters, ammeters, rheostats, circuit breakers, GE voltage regulator, piping, valves etc. Unit may be inspected in operation. A rare bargain. Write: Mr. W. Hill, Hillwood Mfg. Co., 21700 St. Clair Ave., Cleveland, Ohio. 296-36

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3240-58

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS:** Box 9879, **STARCHROOM LAUNDRY JOURNAL.** -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. **ADDRESS:** Box 9979, **STARCHROOM LAUNDRY JOURNAL.** -3

WANTED:—8 roll flatwork ironer. Must be streamlined and in good condition. Write: Blue Point Laundry, Park St., Blue Point, L.I., N.Y. 293-3

Once is not enough!

The need for blood is greater than ever, not only for men wounded in combat, but here at home . . . to cure disease, to meet accidents and disasters, and to prepare for civil defense.

Our quota can **ONLY** be met, if those who give *keep on* giving . . . regularly!

You **CAN** give more than once . . . as often as every three months with complete personal safety. The more often you give the more often you *save a life*. For every pint of blood you give goes to someone who needs it desperately.

Remember . . . once is **NOT** enough. Give blood again and again! Call your Red Cross, Armed Forces or Community Blood Donor Center for an appointment to give blood today.

GIVE BLOOD

...give it again and again

BUSINESS EXECUTIVES!**CHECK THESE QUESTIONS**

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- ☐ HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS?
- ☐ HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS?
- ☐ DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY?
- ☐ HAVE YOU ARRANGED TO HAVE A BLOOD-MOBILE MAKE REGULAR VISITS?
- ☐ HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM?
- ☐ HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION?
- ☐ WAS THIS INFORMATION GIVEN THROUGH PLAN BULLETIN OR HOUSE MAGAZINE?
- ☐ HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY?
- ☐ HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS?

Remember, as long as a single pint of blood may mean the difference between life and death for any American . . . the need for blood is urgent!



NATIONAL BLOOD PROGRAM

MACHINERY FOR SALE

ROOSEVELT HOTEL ANNOUNCES THE CLOSING DOWN OF THEIR LAUNDRY DEPARTMENT. WILLIAMS LAUNDRY MACHINERY COMPANY IS THE SOLE LIQUIDATOR, selling all their laundry equipment at BARGAIN PRICES and TREMENDOUS SAVINGS TO YOU. EVERYTHING MUST GO! This machinery is MODERN UP-TO-DATE EQUIPMENT, and many items a little over a year old. **ACT NOW, WRITE, WIRE OR PHONE, WILLIAMS LAUNDRY MACHINERY CO., Inc.,** 37-16 23rd Street, Long Island City 1, N. Y. Stillwell 6-6666. 301-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

ASHER ironers 48 x 120—52 x 120. Rebuilt, big stock, terms. **Baehr Laundry Machine Company,** 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. 4400-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

For Laundry and Drycleaning Machinery try the **Keel Company,** 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

40" TROY and TOLHURST, direct motor driven and belt driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

AMERICAN direct motor driven and belt driven **48" HUMATIC EXTRACTORS. CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6184-4

4 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 44x84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6737-4

2 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co. 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3133 West Lake Street, Chicago 12, Illinois. 9146-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN, PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

60" FLETCHER WHIRLWIND, 60" ZEPHYR and 60" HOFFMAN OPEN TOP EXTRACTORS WITH MONEL and STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS, PERFECT MACHINE FOR BLANKETS, WOOLENS and OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection; reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 34x38" HUEBSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT and NEW 3, 6 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

For Sale: 1—Used 44 x 84" **ROBOT** two pocket two door all stainless steel motor driven washer with automatic washman; 2—Used 42 x 96" **Ellis** motor driven all Monel washers; 1—Used 42 x 84" **American Norwood** all Monel motor driven washer; 1—Used 54" **American Notrux** extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY,** 3133 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763. 9628-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available **American Notrux 54"** extractor with two extra baskets, purchased new 1945; **Troy Streamline 8-roll ironer,** new 1942; **American 8-roll ironer;** **American 6-roll ironer;** **Ellis 34x120" 9-pocket stainless washer;** **American Cascade 42x84" washer;** **Troy 42x72" washer;** **American Tiltor shirt unit;** **Prosperity 4-girl unit and coat presses;** **Hoffman 42x90" tumbler;** **Huebsch 36x30" tumblers;** **Hoffman and American 48" and 60" extractors** for laundries or cleaners; **Hoffman 140-F unit** used two months; **American 30x48" Petroleum unit** with filter, still, etc., brand new; **Prosperity synthetic cleaning unit;** **DDZ 60-pound synthetic unit;** **Columbia synthetic unit.** 9069-4

MACHINERY FOR SALE (Cont'd)

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL WELDED STAINLESS STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS STEEL CYLINDERS WITH OUR FINCH AND TOOL PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

24 x 120" RETURN FEED SUPER IRONER, MOTOR DRIVEN, PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

STAINLESS STEEL & WOOD LAUNDRY WASHERS, both new and rebuilt direct from manufacturer to you at great savings. Pictures and literature on request. Horwath Laundry Machinery Mfg. Co., 1002 South 13th St., Omaha, Nebraska. 170-4

6-44 x 84" Miller Laundry Machinery Co., two pocket all stainless steel motor driven wash machines; 1-American 6 roll 120" chest type flatwork ironer. Priced to sell. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 5126 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 2-7745. 9669-4

HOPKINS TULL 2 and 4 DOOR COMBINATION CURTAIN AND BLANKET DRIERS. ARE COHEN METAL BLANKET WASHER COMPLETE WITH SQUEEZE ROLLS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 9752-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES: COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

6 MOTOR DRIVEN BUTTON SEWING MACHINES, 3 MOTOR DRIVEN DARNING AND MENDING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9946-4

UNIPRESS LATEST MODEL 2 GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2 LAY SLEEVE PRESSES. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 42" AMERICAN 3 Y COMPARTMENT 3 DOOR MONEL METAL MOTOR DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4 GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

44 x 126" 4 COMPARTMENT 4 DOOR and 48 x 124" 6 COMPARTMENT 6 DOOR FULLMAN GLIDE OUT TYPE CL WASHERS, WOODEN SHELLS, STAINLESS STEEL CYLINDERS, DIRECT MOTOR DRIVEN. IN EXCELLENT CONDITION. LOCATED IN PHILADELPHIA. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-4

WOOD CYPRESS CYLINDERS and Fir replacement shells for any make washer direct from manufacturer to you. Horwath Laundry Machinery Manufacturing Co., 1002 So. 13th St., Omaha, Nebr. 187-4

Wood cylinders and shells, replacements; any size with new brass hinges and stainless steel trim; also new wood washers. ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 186-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT 1 DOOR, MOTOR DRIVEN, 42 x 36", 28 x 48", 28 x 33", 24 x 36", 24 x 24". REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 315 Ten Eyck Street, Brooklyn 6, N. Y. 231-4

900 KEY-TAG BARS with 4 OR MORE 5" PINS ON SAME. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 315 Ten Eyck Street, Brooklyn 6, N. Y. 232-4

For Sale:—One Troy "Big Two" 30 x 120"; two roll Calender ironer and one Willy's 30 x 120"; two roll Royal Calender ironer, both in excellent condition, available immediately. Your choice, \$2,200 each. Also miscellaneous metal washers, tumblers and shirt unit. Available at low prices. Write: Mr. E. T. Sherwin, American Linen Supply Co., 740 North Rush St., Chicago 11, Ill. 259-4

42 x 64" AMERICAN MASTER CASCADE MOTOR DRIVEN WASHERS, ONE WITH 4 NEW SLIDING CYLINDER DOORS WITH WEDGE LOCKS, OTHER WITH NEW CL CONTINUOUSLY HINGED FINCH PROOF AND TOOL PROOF CYLINDER DOORS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N.Y. 288-4

Two girl gas-operated shirt unit, late model. Frank's Laundry, 2530 South 69th St., Philadelphia 42, Pa. 294-4

36 x 36" 1 COMPARTMENT 1 DOOR MONEL WASHERS, HOFFMAN AND SMITH-DRUM, REBUILT LIKE NEW. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 300-4

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Shirt unit—2-girl New Yorker, with automatic timers. Excellent condition, just 2 years old. Also Bishop folder and starch cooker, racks, tubs, sprayer, etc. We need the space. Best offer takes. Rex Cleaners, 1834 Penn Ave., No., Minneapolis 11, Minn. 306-4

PROSPERITY 2-GIRL SHIRT UNIT. Bosom and backer, collar and cuff, 2 lay sleeve and yoke. LAKE SHORE LAUNDRY, South Park Ave., Lakewood, N. J. Lakewood 4-1660. 307-4

1—54 x 84" Zephyr stainless steel motor driven laundry washer; 1—42 x 84" Troy metal shell, metal cylinder laundry washer, completely motorized; 1—42 x 72" Troy metal shell, metal cylinder laundry washer, completely motorized; 1—6-roll 120" American flatwork ironer; 1—Troy 48" open type motor driven extractor. This equipment like new. Must be sold immediately. Armstrong Machinery Company, 381 Peachtree, Atlanta, Ga. 308-4

FOR SALE—CHEAP—American cylinder flatwork ironer, 30 x 126". See it running, \$1,000. One Huebsch open-end 30" drycleaning tumbler, \$275, marking machine, black and invisible; transformers, accessories; drycleaning and laundry checking and assembling reels; Prosperity and Ajax single lay sleeves. Parker Sno-White Laundry, Atlanta, Georgia. 309-4

HUEBSCH TUMBLERS (8) 36 x 30" SIX COILS, 60 CYCLE, 220 VOLTS, 3 PHASE. ALL IN OPERATION NOW. AVAILABLE IN 48 DAYS. \$250 EACH. ADDRESS: Box 310, STARCHROOM LAUNDRY JOURNAL. -4

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